CANADIAN FARM IMPLEMENTS

1917

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 1 WINNIPEG, CANADA, JANUARY, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

Head Office: Winnipeg

UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - WINNIPEG
Paid-up Capital ..... $ 5,000,000
Reserve Fund 3,400,000
Total Assets, over 109,000,000

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President—JOHN GALT, Esq.
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London, England, Branches 6 Princes Street and West End Branch, 26 Haymarket, S.W.

This bank, having over 305 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: D. M. NEEVE, Mgr. Portage and Garry Branch; F. J. BOULTON, Mgr.

HAIL FIRE LIVE STOCK

INSURANCE

CARSON & WILLIAMS, BROS., LIMITED

720-726 Union Bank Building Winnipeg

PHONES (Private Exchange) MAIN 6112-3

REPRESENTING

THE LONDON MUTUAL FIRE INSURANCE CO.
THE MILLER'S NATIONAL INSURANCE CO.
THE CANADA HAIL INSURANCE CO.
THE GENERAL ANIMALS' INSURANCE CO.

APPLICATIONS FOR AGENCIES INVITED

DEALERS: Watson's Repair Service Will Save You Worry

Complete Repair Stocks carried for MOLINE IMPLEMENTS

MOLINE PLOWS (Best Ever, Good Enough, etc.)
MOLINE DISK HARROWS (Economy)
MANURE SPREADERS (National and Mandt)
MANDT WAGONS and FARM TRUCKS
ADRIANCE BINDERS, MOWERS and RAKES
MONITOR DRILLS
MOLINE ENGINE GANG PLOWS

If it is a Moline Implement we can ship you a Repair Part on the shortest notice. Give full description of part.

ALSO REPAIRS FOR

JANESVILLE PLOWS, DISK HARROWS, Etc.

John Watson Mfg. Co. LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

Sell Dominion Sewing Machines For Bigger Business

Repairs and Accessories for all makes of Sewing Machines

Our 1917 Proposition

is the best Agency offer on a sewing machine that the dealer can get. Your lady customers will never buy a better machine than the DOMINION, at whatever price.

Send NOW for large FREE Catalogue, showing machines in natural colors. Sales are easily closed by using it.

ARE WE REPRESENTED IN YOUR TOWN?

IF NOT, WRITE AT ONCE.

The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG

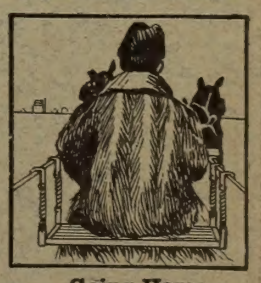
YOU CANNOT SIT ON OR SELL A BETTER WAGON SEAT

The Wagon Loaded

FOR 1917 HANDLE

LLOYDS Low-Down Spiral Spring Wagon Seats

(CARRY 600 LBS.)



Going Home

Every owner of a wagon or sleigh is a prospect. Lloyd's seats fit any wagon or sleigh box made. Take up no box space. Strong spiral springs, specially tempered, give an easy riding motion. Set low in wagon box. Our seats give protection from wind and full control over team. Get a dozen in your ware room now and watch them sell. Full stocks on hand. Write for dealers' prices.

Wawanesa Wagon Seat Company

WAWANESA, MANITOBA.

COCKSHUTT
Light Draft Drills—
The Kind it Pays an Agent to Sell

THERE are features about a Cockshutt Agency that have proven most attractive and profitable to our agents. We have made an honest effort to give satisfactory service. This year there is going to be a shortage of labor at seeding and harvest time and the demand for labor-saving machinery will be proportionately greater.

The easiest machines to sell are those that your customers KNOW are good because of their reputation. For forty years Cockshutt Plows, Tillage Implements, Harvesting Machines, etc., have been in use. The fact that their sale has increased by leaps and bounds every year is the best proof we can give you of their good reputation.

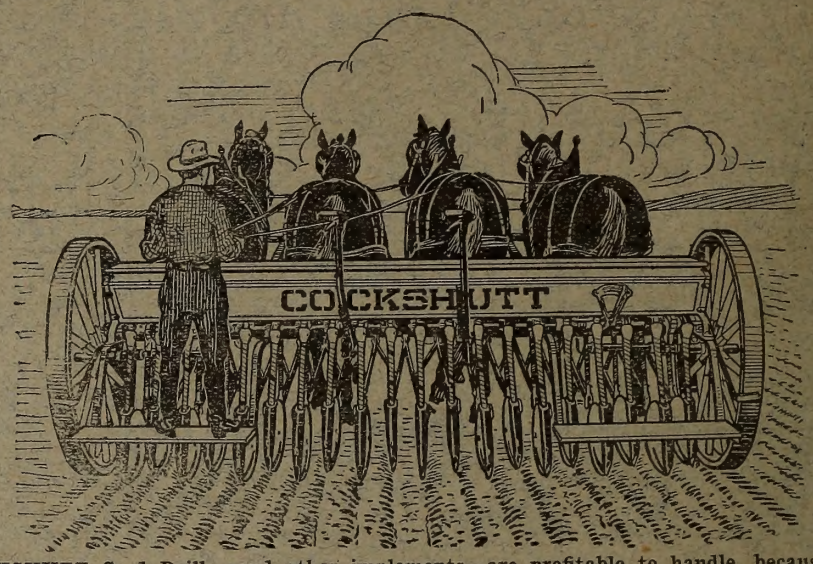
COCKSHUTT REPUTATION IN THE COUNTRY

A Cockshutt Agent has a line of goods for every season of the year. That means sales from January to December. It also means least time and effort per sale—hence lowest selling price and biggest net profit from your business. Furthermore each implement you sell makes it easier to sell the next and each succeeding one. Because after your customer uses his first Cockshutt implement he'll want the same QUALITY in every other implement he buys, and will go to you for it.

COCKSHUTT FULL LINE

The Cockshutt organization will stand behind you in your business—will give you what assistance you may need in the way of sales help and a liberal supply of effective advertising matter to distribute on your territory. You will also have the direct benefit of the extensive newspaper and magazine advertising carried on from year to year. By these means we succeed in educating your customers on the principal features of the line and thus save you a great deal of time in closing a sale.

COCKSHUTT ASSISTANCE



COCKSHUTT Seed Drills—and other implements—are profitable to handle, because there is found in every one that COCKSHUTT QUALITY of design, material and workmanship that makes them last longer, work better and draw lighter than most others. That insures satisfied customers and steady trade. An energetic newspaper advertising campaign, backed up by good readable literature, prepares the prospective customer and makes the task of selling Cockshutt Drills a pleasant one.

Concave Side of Single Disc Boot

Double Disc Boot or Drag Shoes are interchangeable on the same frame with Single Discs. So you can give a customer whichever type of furrow-opener he desires. Properly located and carefully fitted scrapers keep the discs clean in sticky land. When not wanted they can be set away from the blades.

Convex Side of Single Disc Boot

With our closed heel delivery type of boot, all grain is sown at an even depth, and has the best possible chance to germinate. The revolving disc cuts a clean channel into which the boot enters, and the grain is deposited so that it is properly covered. Discs are set six inches apart and at exactly the angle that will cut the ground best. Grain follows right down the tube, through the boot and into the soil—no chance for missing.

This shows the Cockshutt type of disc-bearing dustproof and self-oiling. It helps to account for the drill's light draft.

Seeding time may be short, and help and horses scarce. You want a drill you can sell to your customers and feel satisfied that even if they do give it extra hard usage it will stand up to its work. The Cockshutt is built strong—but it is also built for speed. Its light draft makes for rapid work in any kind of soil—rough or well tilled, hilly or level. Don't hesitate to recommend it—its record for the past dozen years will back you up.

Our Line of Farm Implements and Equipment for 1917 is complete. Machines for every season—and good profits for the man who sells them. Now is the time to get lined up for that trade. Write our nearest Branch House for particulars.

COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA CALGARY SASKATOON

CANADIAN FARM IMPLEMENTS

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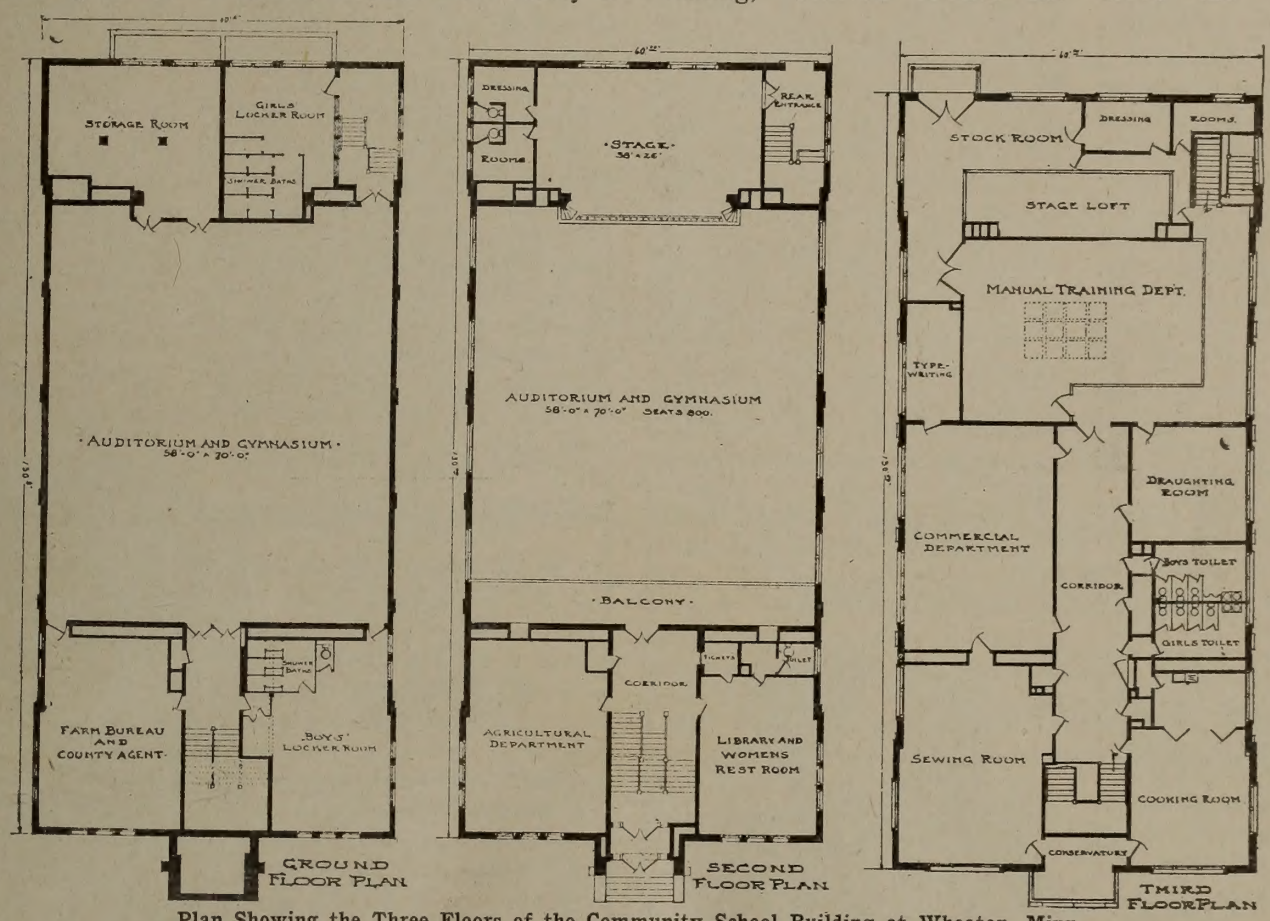
DEVELOPING INTEREST IN THE COMMUNITY CENTER

No line of merchandising calls for a higher degree of service—or more efficient service—than that of the retail implement dealer. His position in every community is most vital, potential and serviceable; it is the service he renders that makes him an indispensable factor in the implement trade. Where the dealer renders proper service and fills his place in community life, as every qualified merchant should, business is not going to get away from the country town. Community co-operation is the key to permanent prosperity of both farmers and merchants in any local community. The average community has plenty of organization—but it is still unorganized. We work at cross purposes. Each association, club, society, church and so on, is going its own way, consequently community effort is misdirected because of the lack of each unit trying to find ways and means to help other units for the general betterment of the common good.

Every individual must admit that the farmer needs a good trade center, while the merchant needs the farmer. The small town merchant must work with and for his community, realizing that it is to the best interests of all that conditions be improved by means of better roads, better schools, better stores and better service.

The country school of the future will be a school serving directly the needs of community life. It will be an adaptable school, adjusting its services to the needs of changing social and industrial conditions. The community school building will, in years to come, be the keystone of all community building and betterment. It will be the first step in the development of better farming, better business and better living, and its line of activity will include both town and country so that better relations will arise between the two.



Plan Showing the Three Floors of the Community School Building at Wheaton, Minn.

The "Wheaton" Idea

On this page we show a plan of the community school building opened in 1916 at Wheaton, Minnesota. This is a combination auditorium and industrial school building—a real community center. Such buildings, which are springing up all over the United States, are an expression in a large and concrete way of the community spirit which is developing in many districts—the spirit that will do more than anything else to help build up the small town and keep money in local circulation instead of feeding the mail order houses in far away cities.

Wheaton, Minnesota, is only a village of some 1500 inhabitants. The necessity arose of providing additional accommodation for the work of the Industrial Department of the Wheaton High School, which included the agricultural, commercial, manual training, domestic science and educational classes. In Minnesota much interest had been shown in plans for establishing a community building or social centre in each of sixteen west central counties. Wheaton recognized an opportunity for visualizing the ideal by breaking the way.

Ratepayers Were Opposed

After considerable deliberation, analysis and re-drafting of plans, the idea was presented to the community. It was evident at the outset that opposition would be encountered. People — both business men and farmers—said the building was not needed, and that it would raise taxes! However, a mass meeting was called and the plan thoroughly discussed by the community. The members of the school board and the local business men of wider vision, explained in detail the probable cost of the proposed building and the returns which would be received for the money expended. They pictured the construction of a community school building as a distinct, advanced step over any similar building in the United States. They argued at length the great necessity for providing a common meeting place for all the people. They emphasized the natural relation of the community centre to the school from an educational as well as an economic standpoint. A community centre was needed, and adequate quarters for the growing work of the high school were also needed. The board of education presented the matter at a special election in July, 1915, for a vote on bonds to construct the building. The proposition carried by a vote of 366 to 133. An architect was later employed, and plans approved by the State High School Board, and the general contract let for $22,000. The heating contract was let for $5,800 and the plumbing contract for $1,800 and electric wiring for $475. The building was commenced on August 1st, 1915, and completed February 1st, 1916.

What the Building Comprises

The Wheaton community building is built of brick and is 60 x 130 feet in size. It has three floors and is well lighted by areaways and windows—the first floor being roughly 3½ feet below ground level. On this floor is lo-

cated the headquarters of the county agricultural agent — the office belonging to members of the Farm Bureau—the farmers and business men of the whole county. Both business men and farmers hold their meetings here; comfortable chairs, farm and trade journals, writing materials, etc., make it an ideal place for rest or the discussion of community business.

Behind stretches the large auditorium which extends up through the upper floor, with a stage 50x25 feet equipped with dressing rooms, curtains, footlights and scenery. Underneath the stage is located the girls' locker and shower bath room and a storeroom for chairs. When used, the hall will accommodate 1,500 people with comfort.

It is adaptable to every kind of public gathering, including agricultural conventions, graduating exercises and banquets, motion picture entertainments, holding of village caucus, agricultural short courses and similar gatherings. When used as a gymnasium the same is used not only by the school children but all the people in the community, and many farm boys and girls come a distance of more than ten miles to take part in the gymnastic work. The gymnasium is in charge of a physical director who has complete charge of all athletics and playground work, as well as a recently organized military drill company.

On the second floor is the agricultural department of the high school, with classroom and laboratory, also the library and women's Rest Room. The latter presents an irresistible appeal to the farm women, and is occupied by them every day in the week. Such a room goes a long way to create a proper spirit between town and country and makes the visit to town a pleasure.

On the third floor are the manual training, domestic science and commercial departments. The domestic science department is equipped with electric cooking fixtures and is connected by a dumb waiter with the auditorium, so that refreshments can be supplied to the hall during meetings if necessary. The whole rear of the building is given over to the manual training department. At the extreme front of the building is a glass conservatory for flowers and for any plant experiments deemed necessary by the Farm Bureau.

What the Building Cost

We have already set out the general cost of the building. This does not include the equipment which amounts to approximately $4,500.00. All of this was furnished by popular subscription among the people of Wheaton. There were also some changes in the construction of the building which made the total cost of the building, together with the complete equipment thereof, approximately $35,000.00.

The building was dedicated to the people of the county on February 22, 1916. At the dedication were present every business man in the town, the vast proportion of the farmers in the district, and all of the leading educators in the state.

Receipts $2,500 in Six Months

Since its opening the farmers in the district have been deeply interested in this community school building, and they use it in every possible way. During the first six months there was upwards of $2,500 taken in as a result of school entertainments, athletic contests, etc. Up to the end of 1916, over $5,000 had been received in receipts, so it is already quite evident that the building will maintain itself and also pay the salary of the athletic director.

Such, briefly explained, is the "Wheaton Idea," and the Wheaton community building. Already there are seven similar buildings in the State of Minnesota alone. There is no doubt that the result of such community interest is an advance in social, moral, educational and business growth in these districts. Surely in this great Canadian West there are hundreds of communities that could plan and maintain such a community school building. The value of such community centres is inestimable. They are a boon to both young and old. What Wheaton has done any community can do. It simply shows the effect of community co-operation, of town and country pulling together to make a live and thriving local centre—a town which is the "home town" in every sense of the word. In aiding such development, every business man in a small town can do his part. Can community interest be aroused in your town and territory?

E.B. Form Agricultural Bureau

The Emerson - Brantingham Implement Co., Rockford, Ill., have established an agricultural service bureau which will be under the direction of Prof. A. M. Ten Eyck, a noted authority on agricultural subjects. A long experience in agricultural colleges, and as an agricultural writer and lecturer admirably befits him for this important position. He will give addresses, develop a correspondence bureau, write articles for the farm press and prepare bulletins on soil and crop subjects for the Emerson-Brantingham organization.

Advertising Man Visits Alaska

Austin A. Briggs, advertising manager of the Dunlop Tire & Rubber Goods Co., Toronto, recently returned from a business trip to Alaska. Speaking to a representative of this journal, Mr. Briggs commented on the antiquated immigration regulations kept in force by the U.S. and applied to that territory. Some of the questions that even tourists have to answer are:

"Are you an anarchist?"

"Are you a polygamist?"

"Who paid your fare up here?"

"Were you ever an inmate of an almshouse or a house for the insane?"

"Have you $50?"

"Are you crippled or infirm?"

Mr. Briggs also visited the western branches of his company at Victoria, Vancouver, Calgary, Edmonton, Saskatoon, Regina and Winnipeg and toured the country in the vicinity of the branches to get a grasp of the opportunities for business in their particular lines. He is very optimistic as regards future trade possibilities in Western Canada.

Interest Collection on Judgments

The Winnipeg Board of Trade and the Canadian Credit Men's Association are combining to endeavor to secure by federal legislation an increase in the rate of interest that may be collected on judgments on open accounts in the four Western provinces.

A recent decision in the Manitoba courts is that the rate of interest which may be collected on judgments on open accounts is 4 per cent. Dominion legislation provides that in the provinces of British Columbia, Saskatchewan, Alberta, Northwest Territories, and in the Yukon, judgment debts shall bear interest at the rate of 5 per cent. It is believed that uniformity of legislation is necessary in a case of this kind, and it is expressed by the above bodies that 6 per cent is a fair rate. The Dominion government will be asked to enact legislation providing that interest at the rate of 6 per cent may be collected on judgments in all parts of Canada, west of the Great Lakes.

There were more than 3,000 bartenders in Western Canada. We know a man who knew all of 'em but seven.

U.S. Winter Wheat

It is evident that American farmers are taking every opportunity to benefit by good wheat prices. The area sown to winter wheat by U. S. farmers is 40,090,000 acres. This is an increase of 887,000 acres, or 2.3 per cent, over the area seeded in 1915, and more than 10 per cent in excess of the area of any year except 1914. It is far above the average.

A Good Tractor Plow

J. W .Talley, a dealer in Illinois, recently purchased a carload of 30 "Little Genius" engine gang plows from the nearest branch house of the Parlin & Orendorff Company. He contends that his customers want engine plows that will start without experting and will operate without care. The Little Genius, he believes, fills all of these requirements.

Starting New Warehouse

Bert Conway, manufacturers' representative, Regina, has rented the warehouse in that city at the corner of Albert and Railroad Streets. He recently made a trip to eastern Canada arranging for the supply of goods during the coming year. Mr. Conway handles windmills, pumps, cream separators, harness, fanning mills, buggies and cutters and has taken on a new line—commercial bodies for Ford cars. He looks forward to a busy season and will be enabled to give prompt shipment to dealers from his new premises in Regina.

The Union Man

(The action of organized labor, yelling its head off at the idea of National Registration, induced the following verses. Some trade unionists at $4 daily are against filling in a few questions on a card. Others—real men—are fighting the battle of the four-dollar men at $1.10 daily.—Ed.)

All his life in a union shop
He'd daily earned his bread;
They buried him in a union grave,
When the union man was dead.

He had a union doctor,
And he had a union nurse,
He had a union coffin,
And he had a union hearse.

They put him in a union grave
When he was good and dead;
They put a union monument
And branch number o'er his head.

And then he went to Heaven,
But to stay he didn't care;
He kicked because he said that some
Non-union men were there.

He went down to the Other Place,
And there produced his card:
Then Satan drew an earnest face,
And studied good and hard.

And then he laughed, his hands did rub
Till Hell thought he'd never stop;
"Lord bless your soul," said Beelzebub,
"Why this is an open shop!"

The Tractor and Spring Work

Whatever may be said in the horse versus tractor problem, it must be conceded that the tractor permits deeper plowing and a better preparation of the seed bed. The tractor will not replace the horse, but it will augment available horsepower. Have you ever seen a fall when hundreds of farmers were forced to quit fall plowing, partly because it was killing their teams and partly because they were not able to keep their plows in the ground? Yet the tractor outfits, under the same conditions, were able to do excellent work, due to their more concentrated power and to the greater weight of the outfits. The fact that the farmer has plenty of power available allows him to disc his ground before plowing, to plow deep, and at the same time to do harrowing and packing. He consequently leaves a better pulverized and more moist seedbed than his neighbor can possibly prepare with teams.

Soil preparation and seeding on the average grain farm requires an enormous amount of horse labor during a couple of months, usually about three times the amount required during any other month of the year. This means that the plowing and soil preparation must be spread over practically the entire two months.

Now, every farmer knows that the ground is not in proper condition to work all this time, that he must begin when it is too wet for the best work and finish when it is too dry. Some soil experts even claim that in ordinary seasons the soil is not in the proper condition for the best work more than four or five days. The tractor, with its large amount of power at one man's disposal and its ability to work day and night if desired, permits the farmer to do his work when conditions are most propitious. Of late years, crop experts are advising the farmer to disc his wheat and oats stubble as soon as possible after the crops are removed. This is heavy work, however, and comes during hot sultry weather, when flies may make work in the fields almost unbearable for teams. On the other hand, it is the sort of weather for which the tractor is best suited and during which it can be operated with least trouble.

The tractor is primarily intended for just this class of work, because it allows the greatest amount of power concentrated under one man's control, yet requires the minimum amount of attention.

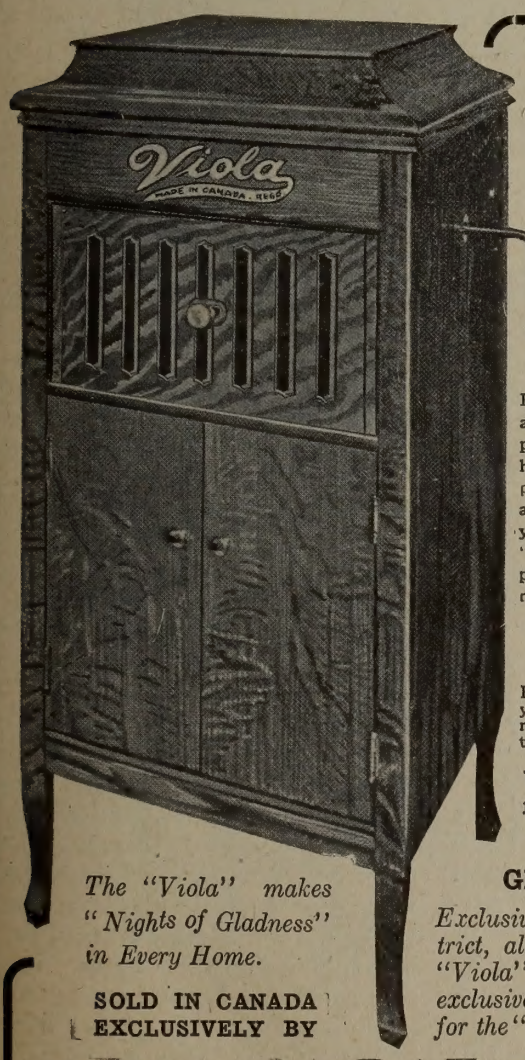
For further uses, when plowing and seeding are over, it can take care of a great variety of belt work depending upon its capacity. Pulling a binder, it can save teams and time, while it is adaptable to a wide variety of uses when horses are otherwise busy or the weather unsuited for their efficient use. As the farmers get to know their tractors better, they get confidence and surprise themselves by the number of jobs which can be done by these great aids to modern farming.

Profit and Advertising

At the commencement of another year, the business man, be he manufacturer, wholesaler or retailer usually plans out his publicity campaign for the months ahead. We take it for granted that every implement man recognizes the value of advertising. The man who questions the trade increasing power of publicity belongs to the type who would light stores by candles and use the well and bucket instead of the civic water supply system.

Many men contend that they cannot advertise when business is bad—that the expense is unjustifiable. When business is good they say again that there is no need to advertise. In contradiction to this thousands of the greatest and most successful institutions in the world have proven indisputably that their success is in great measure due to the fact that they advertised week in and week out during each and every season.

The public demand for any commodity always exists in greater or less degree, and in no line more so than in the business of supplying the farms of this continent with implements, machinery and equipment. The farmer is always ready to buy, and the dealer is always on the alert to secure the most reliable goods to meet the requirements of his customers. No argument can be raised against the fact that the lines that sell best are those which are steadily advertised. They exist in the brain of the man who does the purchasing—whether dealer or farmer. When he thinks of buying any implement his mind unconsciously reverts to a line of goods that he was made acquainted with through some avenue of publicity. In selling at retail, wholesale, or in selling manufactured goods, advertising is the lever that brings profits.



DEALERS!

Side step your slack season. Sell the

"Viola"

The Wonderful Violin Tone Phonograph

Equal in appearance, mechanism and tone to any $150 cabinet phonograph, and sells for less than half the price, with a handsome profit for the dealer. Place it alongside the best machine, and you will sell the "Viola." Have a "Viola" in your store and big, easy profits are yours. Your own family may want one.

Every Machine Absolutely Guaranteed

Hundreds of prospects are right in your district. They want a quality machine at a moderate cost. That's the "Viola."

We carry a large stock of the finest quality Canadian made double disc records.

GET THIS AGENCY

Exclusive Sales rights in each district, although we do not insist on "Viola" dealers handling our goods exclusively. Write or wire at once for the "Viola" agency in your town.

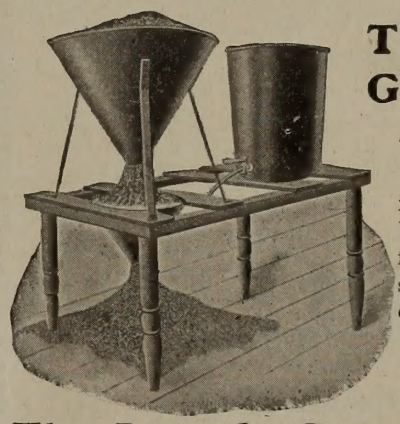
The "Viola" makes "Nights of Gladness" in Every Home.

SOLD IN CANADA EXCLUSIVELY BY

The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG, MAN.

The Two Best Picklers on the Market—



THE AUTOMATIC GRAIN PICKLER

A Big Opportunity for the Dealer

This is the only machine of its kind in use. Handles grain at the rate of 135 bushels per hour. Light in weight. Perfect in action. Fully guaranteed. Substantially built. Thoroughly soaks, turns over and treats the grain.

GET THE AGENCY FOR THESE MACHINES

The Lincoln Smut Cleaner— a Perfect Pickling Machine

MADE IN TWO SIZES:

No. 3 machine handles 30-50 bushels per hour; No. 4 50-75 bushels. Sold on a positive guarantee to prevent smut.

This machine separates smut balls, wild oats, king heads, and all light seeds from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer is an exclusive feature. Strong, heavy construction. Rustless solution tanks of large capacity.

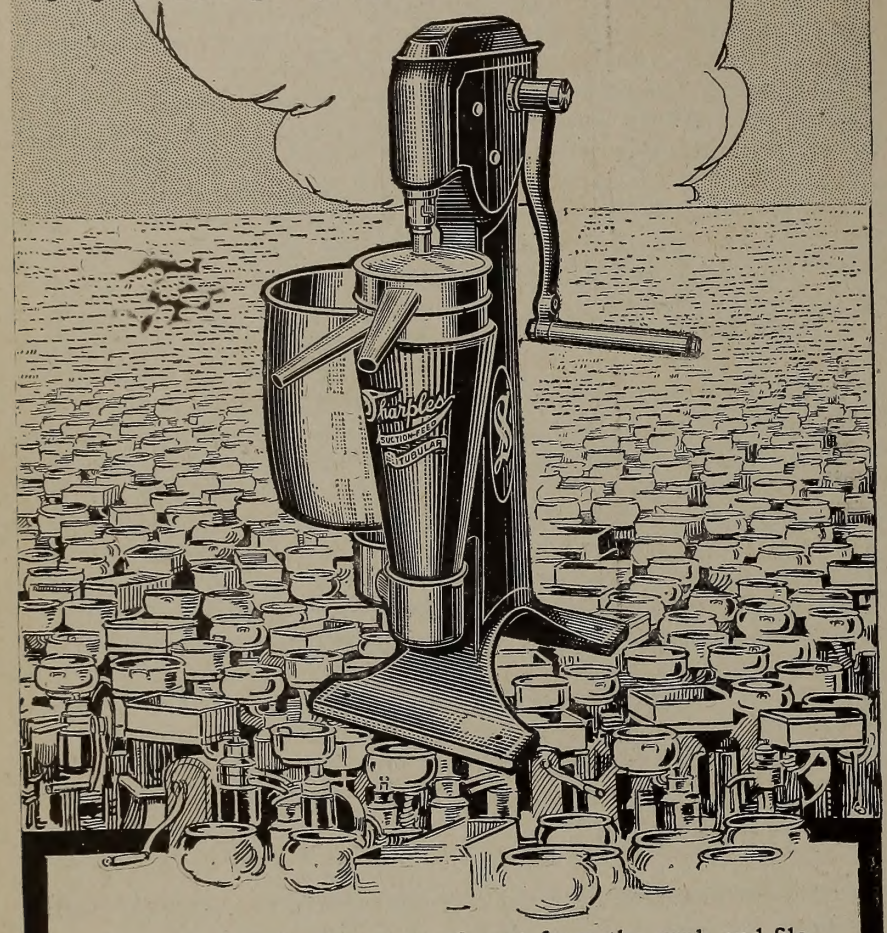
Write for Prices and Full Particulars

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

Dept. E., Whyte Ave. and Vine St., Winnipeg

SHARPLES INDIVIDUALITY



The Sharples Separator stands out from the rank and file of separators as a unique mechanical achievement. It is the greatest *insurance against carelessness* which has ever been placed before the dairyman.

This big fact—that the Sharples can be turned carelessly at widely-varying speeds and still get *all the cream*—is being recognized as a *mighty important feature* of a separator.

Nearly everybody seems to know something about it and our national advertising keeps on telling more and more dairymen every day. The result is that this individual separator is the easiest and most profitable to sell. The Sharples has a monopoly on *all real selling points.* That's what makes it individual.

SHARPLES
SUCTION-FEED
CREAM SEPARATOR

Individual because it skims clean at widely-varying speeds

Individual because it delivers cream of unchanging thickness —all speeds

Individual because you can turn it faster and finish skimming quicker

Individual because there is just ***one*** piece in the bowl—no discs—easiest to clean

Individual because of the knee-low supply tank and the once-a-month oiling system

The Sharples dealer contract is *individual* too. It provides for a liberal bonus offer, which should enable you to draw a fat check *outside of your regular commissions.* Collins and Bates of Adams, N. Y., drew a bonus check for $880 last year. The increasing demand for Sharples Separators is shown by the fact that we effected a 340% sales increase in *one* year. Why not write us today for dealer contract?

THE SHARPLES SEPARATOR CO.
Head Office and Factory: TORONTO, ONT.
WESTERN DISTRIBUTORS
For Manitoba: MITCHELL & McGREGOR, LTD., Brandon
For Sask., Alberta and B.C.: THE BUCKEYE MACHINE CO., Calgary

18

The Sale of the Separator

In the past a great deal of the separator business in many localities has been damaged by the cheap mail order type of machine which, with all its unsatisfactory qualities, was foisted upon the farmer. The result was that even the best machine on the market was looked upon with suspicion, and only the passing of time has proven to the average user that the good standard cream separator has no connection with the jim-crack outfits mentioned above.

To get into the cream separator trade right, and to get the steady and satisfactory profits that go with this line of goods, the dealer must handle a machine that can be depended upon, a separator with a reputation for satisfactory service behind it. This should not be difficult, for there are several machines on the market which have records that place them in the satisfactory selling class. Price may not always be a criterion of quality in a cream separator, but in this line price and quality are found associated so often that it may be taken as axiomatic that the well-built standard machine is worth the money every time. Further, the customer knows this fact, and is usually ready to pay a little more to get a separator that will last and give good results.

It hardly seems credible that there can be a farmer to-day who will doubt the economy of the cream separator. Should there be one left the dealer easily may show from irrefutable records that the use of a cream separator effects a saving of from $3.50 to $7.00 from a single cow in butter fat in a single year. The farmer need have but very few cows to make his separator pay for itself very speedily. Also it may be pointed out to the farmer how much easier it is to market his dairy output in the shape of cream than it is in any other condition. The practice of the creameries in paying should appeal to the farmer as well, for the monthly settlement for cream brings a mighty acceptable sum into the exchequer just when it is needed and appreciated.

When the machine is sold, the dealer should see to it that full instructions for its successful operation are left with the purchaser. The machine should be properly installed. It cannot do good work if it is standing upon an uneven floor; if it is to be driven by an engine it should be firmly bolted down so that it will run without any vibration. The matter of speed is important. Whatever the maker says is the correct speed must be adhered to at all times. There are several good indicators on the market which will solve this problem, and every machine sold should be equipped with one of these. There are, of course, machines sold for which it is claimed the speed is of little importance, but we deal here with the general utility cream separator in which speed is an all important factor.

Value of the Cream Separator

The use of the cream separator has many advantages. In the first place, transportation of milk to market is very much lessened by having from one-sixth to one-eighth of the quantity to haul in the shape of cream rather than whole milk. With the old whole milk creamery system, where the fresh milk was hauled to the creamery every day, all dumped together, run through a power separator and the resulting skim milk returned to the farm, there was a great deal of disease disseminated through this method. In the State of Illinois a recent outbreak of foot-and-mouth disease was traced to the distribution of skim milk from a creamery. With the whole milk system it was not possible to conduct a creamery business in thinly settled districts or in localities where the farmers inclined to dairying were considerably scattered. With the present use of the cream separator, small lots of cream can be gathered and shipped from various places to the central creamery, giving those who wish to sell cream the advantage of the market that would not be possible without the cream separator.

The greatest advantage, however, comes in the increased quantity of butter fat obtained in a given quantity of milk. In other words, the cream separator is an efficient machine which takes most all of the fat out rather than leaves, as the hand skimming methods do, something like 25 per cent of the fat to be fed to pigs and calves.

Separator Co. in New Quarters

The Swedish Separator Co., manufacturers of the well-known "Viking" Cream Separators, announce that the expansion and development of their business, due to the increasing popularity of the Viking Cream Separator, has necessitated larger and more commodious offices. The main offices of the company have accordingly been moved from the Monadnock Bldg. to 515 South Fifth Ave., Chicago, Ill.

The

DE LAVAL POLICY

A Square Deal for Every Dealer

FOR nearly forty years De Laval Cream Separators have been distributed through dealers, and in all that time we have consistently fostered and protected the dealer's best interest.

We have maintained for the dealer at all times a fair and equitable margin of profit commensurate with the labor, expense and service necessary in the proper distribution of our machines to the farmer.

We have made no effort to load dealers with more machines than they could sell, but have centered our sales activities largely upon co-operating with dealers handling our machines to the end that they might move the De Lavals they bought more rapidly.

We have always refused to sell machines at any price to the "mail order" houses and thus furnish such concerns with a club to defeat the men who are selling our machines through local effort.

We have "played fair" at all times, with both the men who sell and the men who buy De Laval Cream Separators.

Dealers who sell cream separators know from long experience which cream separator manufacturer has their best interest at heart. They know that "promises" may mean much or they may mean nothing, but that a record of nearly forty years of actual "performance" entitles the De Laval to their fullest trust and co-operation.

THE DE LAVAL COMPANY, LIMITED

Largest Manufacturers of Dairy Supplies in Canada

WINNIPEG VANCOUVER MONTREAL PETERBORO

What Inventors Have Done to Dairying

By ASTOLF LEVIN, Advertising Director, Sharples Separator Co.

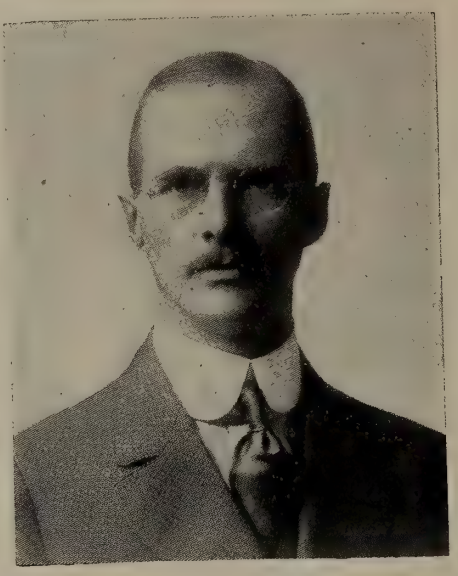
Thirty-five years ago it was considered an astounding fact when a Holstein cow produced 13,000 pounds of milk in one year, and a Jersey cow 14 pounds of butter in one week. To-day numerous examples may be found of cows producing 30,000 pounds of milk in a year, and 30 pounds butterfat in a week. Few well-kept dairies, with good herds, have not one or more cows that can break the highest records of forty years ago.

The whole system of dairying has changed, and the average prices paid for dairy products have increased nearly one hundred per cent since the middle of last century. The immense progress in the dairying industry has without doubt been due to the inventive genius of the twentieth century. Agricultural colleges and agricultural education are in great measure responsible for the immense progress made. The farm lad of to-day has many means of finding out the underlying science of successful dairying, and the necessity of sanitary equipment in the production of dairy products.

About the first advance made in modern dairying was the introduction of the centrifugal cream separator. Formerly the gravity method and shallow tin pan were universally in use. These methods only recovered from 50 to 80 per cent of the butterfat, and with a long time for separation. To-day the centrifugal cream separator is an indispensable part of every profitable dairy, or farm where a few cows are kept.

With one exception, all cream separators on the market are based on the inventions made some thirty years ago in Denmark and Sweden. The exception is the disk separator, which relies upon a number of disks for its efficiency. This design reduces loss and saves about nine-tenth of the butterfat formerly lost by gravity methods. The modern disk separator, driven at the correct speed, can be made to skim very closely, other conditions being right. Later, an American inventor perfected a separator in which a straight plain bowl took the place of the complicated bucket bowl, filled with disks. The tubular bowl gets its efficiency from the fact that it is revolved at a much higher speed than the bucket bowl, while the milk, in proper proportion for skimming, regardless of speed, is drawn in at the bottom of the tubular bowl. No feature in dairy equipment has brought so great value to the industry as the centrifugal cream separator.

The Babcock tester is another great American invention, enabling the dairyman to definitely tell the amount of butterfat in milk. By this means he can tell



ASTOLF LEVIN

the productive value of the individual cow. All creameries buy milk and cream, not by weight, but by percentage of butterfat. By the adoption of the concussion churn in place of the old style dash churn, a saving over the old method has been accomplished. The butter worker has replaced the old fashioned bowl with a great saving of time. In recent years the milking machine, with the wonderful similarity of the teat cup to the action of the human hand, has made the dairyman independent of hired help and has taken away much of the drudgery from modern dairying. Truly, the application of inventive genius has done much for the industry of dairying.

The Value of Deep Plowing

There is probably not a single farmer in the country dependent upon animal power, who is plowing as deep as he would like to, who is plowing all the land he would like, or who is working the soil as it should be worked. Deep plowing turns up the rich virgin subsoil and conserves enough moisture to raise a good crop, but aside from the question of mosture, deep plowing makes available the large amount of untouched plant food in the subsoil. If we merely farm about four inches of surface soil, we are leaving untouched, below this, a wealth of plant food which possesses fertility enough for big crops.

Deep plowing and thorough working of the soil is necessarily tractor farming; animal power is too slow, inefficient and expensive. It has been proved, time after time, that the tractor will plow, prepare the seed bed, and sow the seed at about one-half the cost of animal power. That is one of the greatest arguments the tractor dealer can use.

Concrete on the Farm

In a great many cases the pioneer days of hardship and forced economy are over on the farm. These days of necessity enforced buildings of flimsy and more or less temporary construction, but nowadays the farmer can well afford to use better and more lasting materials in the sphere of farm construction work. While only a proportion of implement dealers handle cement, there is in many districts an undoubted field for the development of concrete construction. The construction of concrete work, based upon past experience, makes the handling of cement by even the inexperienced an easy matter.

It is obvious that any material which assures the farmer the certainty of permanency means that he builds for the future—a step to his financial advantage. No better proof can be found as regards the important part that concrete is playing in the construction of the farm, than in the increasing demand for concrete silos. It is claimed that concrete is the ideal element or material for silo construction, for it makes a durable silo, thoroughly air-tight and too heavy to blow over. The concrete silo is, when properly constructed, practically as cheap as wood so far as initial cost is concerned, while the element of fire risk is eliminated.

A cement building will last practically a lifetime. It can be made absolutely fireproof. It is warm in winter and cool in summer. It requires no paint and no repairs, and its depreciation is next to nothing compared with that of any other type of building material.

Beyond the construction of the silo there are many other uses to which concrete is adaptable, and to which it has been adapted with the greatest success. Among these uses may be enumerated:

The making of windmill foundations, concrete sinks, concrete tanks, and cisterns, concrete well curbs, concrete in barn and stable construction such as feeding floors, box stalls, piers and posts, concrete rain barrels, horse blocks, hot bed frames and foundations, greenhouses, road culverts, sewer tile, concrete chicken houses, ice houses, small storage houses, corn cribs, grain bins, mushroom cellars, cyclone cellars, fence posts, and sidewalks.

The many advantages to be derived from the use of concrete would take a great deal of space to fully describe, but to our mind the great value it has for the farmer is its sanitary side. Particularly in dairy farming sanitary surroundings are an essential. The rigid laws being enforced by the various health departments regulating the handling of dairy products can be observed to the letter by bringing concrete to the front. In both the supply of cement and machinery for concrete mixing and working, the dealer could build up a good demand in some localities. It is, at all events, a line worthy of consideration, and one which brings with it satisfactory profits.

The Modern Trade Journal

In a recent address, R. R. Shuman, head of an advertising agency in Chicago, made some striking comments on the old and the new in trade journalism. He said in part:

"Time was when trade journals were hangers-on, unbidden guests at the feast of business, satisfied to pick up crumbs at the feet of rich manufacturers, semi-respectable beggars for small advertising favors in the shape of standing cards; and in turn giving but little out of their poverty to the subscribers whose cause they hoped to champion.

"But those times have passed into the eternal limbo of things gone never to return; and the worthy trade journal of to-day is a power respected by manufacturers and wholesalers and looked up to with confidence by the subscribers.

"And by the same token, the advertiser who continues, out of a musty tradition, to give money to a trade journal publisher because he likes him or his representative, or because he believes the publication deserves help in the good work it is doing, misses the whole point of the thing.

"Trade journal advertising of to-day is not giving favors; it is reaching out and grasping the greatest of all favors, the good-will of retail merchants who subscribe for, believe in and follow the advice of the journals they read.

"Trade journal advertising is, or can be made, the key to the solution of the problem of distribution—the greatest, most serious, of all problems of modern merchandising.

"Every issue of their trade journal tells the retailers, editorially, of improved devices and methods. This one force has done more to bring retail trade to its present supremacy in equipment and method than all other influences combined. The merchant asks for and receives, valuable advice and counsel from this never-failing source."

Think it Over!

If a retailer has average annual outstanding book accounts for $10,000, it is costing him fully one per cent a month, or $1,200 annually, for the privilege of giving this service to his trade.

Get ready for spring trade!

Sell these Fittings!

Sell these steel horse stable fittings to every man who owns horses. Every farmer will buy Iron Oat Bowls, Harness Pegs, Bridle Brackets, Steel Mangers, Horse Stall Posts, Steel Guards, and other fittings. There are hundreds of prospects in your territory. Here is a golden opportunity for you.

Get 336-page Catalogue

We are well represented throughout the West, but there are a few towns in which we need local agents. Write for our big illustrated Barn Book in which the complete line is shown, also prices, terms and advertising literature.

BEATTY BROS., LIMITED

Dept. G 291 Winnipeg, Man.

Dept. G 291 Edmonton, Alta.

Horse Stable BT Fittings

He's Sick of the Service

"We have discontinued handling cheap engines altogether. We can sell more of them as against the higher grade ones, but they are too much bother after sold. We are sick of the service cheap engines give. We would much rather have the time than the profit on them.

"You may ship us another Cushman 4 H. P. at the earliest possible moment."

The Dealer who wrote that letter now handles

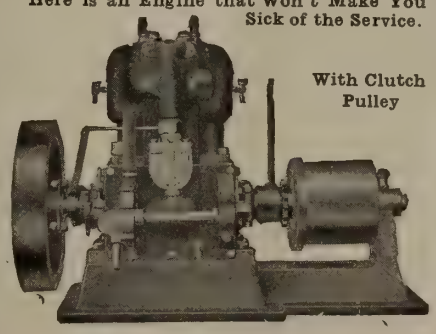
Cushman Light-Weight Engines

Are built for Retailers and Farmers who want Service. *Built Light—Built Right.* They embody the best materials and are designed by experts.

No matter what engines you sell, you can sell Cushmans also, for so many farmers now want a light-weight engine.

4 h.p. weighs only 190 lbs.; 8 h.p. only 320 lbs.; 15 h.p. only 780 lbs.; 20 h.p. only 1,200 lbs. Cushman engines are not cheap, but they are cheap in the long run. Get our Agency offer.

Here is an Engine that Won't Make You Sick of the Service.



With Clutch Pulley

For Any Power from 3 to 9 H.P.

Cushman Motor Works of Canada, Ltd.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

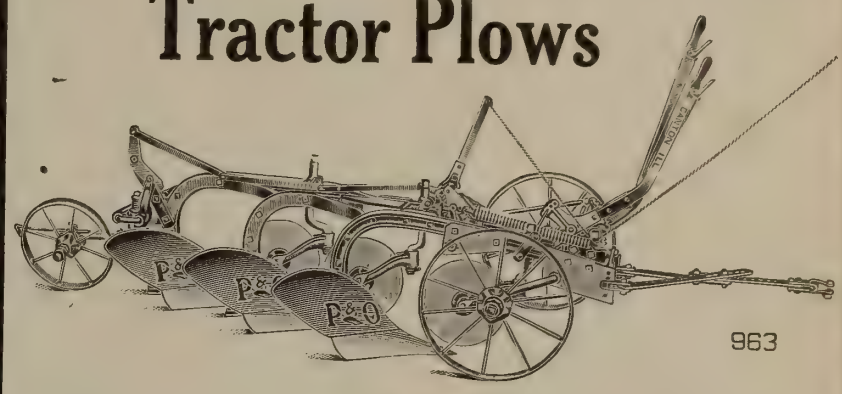
Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

EXCLUSIVE SELLING AGENTS FOR:
Langdon Ideal Self Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

P & O

Little Genius Power Lift Tractor Plows



Points of Special Merit

POWER furnished by the land wheel raises and lowers the bottoms at the will of the operator. High level lift on all three wheels gives ample clearance for trash when turning or transporting.

Only one trip rope required.

Rear wheel lift responds instantly to action of power lift device. No sliding parts.

Bottoms are forced—not merely dropped—into the ground by the whole weight of the plow.

Only one-half as much power required to raise the bottoms of the P & O Little Genius as is required on any other similar plow.

When the plow is at work, the levers are within easy reach of the operator from his position on the engine, but when the bottoms are raised the levers are at the same time thrown back out of the way and will not interfere with the engine in turning.

The levers and bottoms are counterbalanced by springs, making them easy to operate.

If necessary, the bottoms can easily be raised out of ground by hand, even if plowing 9 or 10 inches deep.

The hitch is provided with a pin break coupling, which insures both plow and engine against breakage on hidden roots or stones.

The hitch is adjustable and adaptable to any tractor.

Notice that spuds are not required on the land wheel—indicating an easy lift.

Will plow to depth of ten inches.

The No. 2 Little Genius is furnished in two and three-furrow sizes. An extra plow attachment can be furnished to convert the two-furrow into a three.

Any of the standard types of P. & O. Bottoms, in 12 or 14-inch.

Extra wide clearance between bottoms enables the Little Genius to work in trashiest ground.

High grade Rolling Coulters with chilled cone take-up bearings, and extra heavy shanks.

Beam braces extend clear down around throats of beams, adding great reserve strength at points subjected to strain.

PARLIN & ORENDORFF CO.

Canton, Ill., U.S.A.

International Harvester Co. of Canada, Ltd.

SALES AGENTS FOR CANADA

WINNIPEG BRANDON REGINA SASKATOON YORKTON NORTH BATTLEFORD ESTEVAN CALGARY EDMONTON LETHBRIDGE

Saskatchewan Retail Implement Dealers' Association will hold Convention at Moose Jaw

The Retail Implement Dealers' Association in Saskatchewan will hold the second annual meeting of that organization at Moose Jaw on Monday and Tuesday, January 29 and 30.

It is to be hoped that every member of the association in the province, and every implement dealer who realizes the value of organization to the business will make a special effort to be in Moose Jaw on the above dates. This meeting will be held during the annual bonspiel in Moose Jaw, when the city will be crowded with visitors and members of the curling fraternity. For this event a straight railroad fare of one and one-third for the round trip will be granted by all railways, this low rate applying to both curlers and non-curlers.

There never was a time when the dealers in farm machinery and implements should realize more keenly the value of co-operation in their line of business. We are all familiar with the raw material situation, the rising costs of material and labor and the inevitable advance in the production and selling cost of farm implements and machinery. To confront conditions as they are, and to get the business of selling implements upon more secure and sane plane, it behooves every dealer in Saskatchewan to belong to the Saskatchewan Dealers' Association.

At the coming convention every feature in the trade affecting the business of selling farm machinery will be fully and freely discussed. Mutual interest in the problems of the dealer should ensure the attendance of every man. The difficulties and tribulations of one are common to all, and the annual convention of the association affords a splendid opportunity for a mutual exchange of ideas, and for the discussion of problems.

Will you be in Moose Jaw on January 29 and 30, prepared to help out in the discussion of all matters pertaining to the retail implement trade? The association depends upon co-operation for the success of its work. What it will do for the trade as an organization depends upon you as an individual. Without enthusiastic and interested men behind it, any association is impotent and powerless.

In the retail business we are conducting operations under most abnormal conditions brought about by the war. For help, and for the necessities of life, we are paying more than ever before. Yet in agricultural circles, prosperity was never greater. As the connecting link between manufacturer, wholesaler and farmer, it behooves implement dealers to adhere to their trade organizations—to show to the world as a whole that they are a most essential part of the machinery distribution system.

At Moose Jaw the implement dealers of Saskatchewan will have a golden opportunity to analyse and discuss everything connected with the business. Getting together as men they can cultivate a spirit of co-operation, friendship, honesty and loyalty. Annually the farmers of the West attend their conventions by the thousand. Surely, the implement dealer can show a similar realization that better conditions and better business can be secured by belonging to their provincial organization. Be one of the crowd at Moose Jaw and you will benefit by attending a thorough business convention of your brother retailers. A splendid programme has been prepared, and socially Moose Jaw promises visiting dealers a good time.

The Saskatchewan Association has already been instrumental in accomplishing a great deal of good for the trade in that province. Last year's convention was a whirlwind success. Let every dealer do his part to make the 1917 convention even bigger and better than that of last year. There should be no man in the business who doubts the value of organization in any calling—and few businesses need it more than the retail implement business. As an individual the dealer can do nothing, as an organized body dealers can do much! At the convention at Moose Jaw future policies in the business will be discussed, the question of features detrimental to the trade thoroughly gone into, and every possible issue for the betterment of conditions debated.

While a great many dealers in the province are members of the organization, some are not. Every dealer is cordially invited to attend. Throughout the United States, the implement dealers' associations, and their thousands of members, have placed the retail implement business upon a better basis. This can be done in Western Canada, but only if the dealers give their whole-hearted assistance to that end. No Saskatchewan dealer should require any explanation as to why the association is essential. Let every man who can be at Moose Jaw on January 29 and 30 ready and willing to put his shoulder to the wheel for better business and united effort in the retail trade.

SASKATCHEWAN DEALERS!

Pack Your Grip and be with the crowd at

THE SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

Annual Convention at Moose Jaw

ON

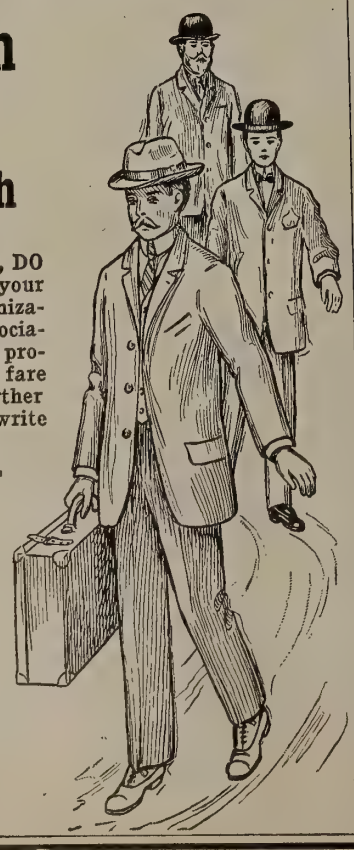
January 29th and 30th

(During Bonspiel Week)

If you have not joined the Association to date, DO SO NOW. Attend the Convention. Do your share to help build a strong provincial organization. Bring your troubles with you—the Association wants to know them. An interesting program and a good time will be yours. Single fare and one-third on all railroads. For further particulars (if you have not been notified) write

President HUGH RORISON Moose Jaw

Secy.-Treas. W. J. M. WRIGHT Regina



TO MOOSE JAW

Manufacturers' Association Busy in West

G. E. Carpenter, secretary of the Prairie Provinces branch of the Canadian Manufacturers' Association, recently returned to Winnipeg after spending two weeks in Saskatchewan and Alberta. His trip was for the purpose of forming local sections of his association in the principal cities of the two provinces. Local sections were formed at the following cities, with a strong initial membership: Regina, Moose Jaw, Medicine Hat, Calgary, Edmonton and Saskatoon.

Manufacturers in these cities expressed the view that they have long needed a local organization of this character, which, without doubt, will be of considerable value to them in furthering the interests of manufacturing in the West.

The E-B Catalog

The Emerson - Brantingham Implement Co., Rockford, Ill., recently published their general catalog No. 62. In this publication the company have produced a publication away beyond the ordinary run of catalogs. Finely illustrated, and with a wealth of descriptive matter, every implement and tool produced by the company is illustrated part by part, as an assembled unit, and in actual operation. In the catalog are 360 pages of live, interesting matter, while the plates of implements in their natural colors are a triumph of the printer's art. We believe that interested dealers can obtain copies of this comprehensive catalog from the various branches of the company.

I H C Increases Wages

With the beginning of December, the International Harvester Company added approximately 10 per cent to the pay envelopes of around 28,000 employes in the factory, clerical and office staffs. An increase has also been made in piecework and other rates. The 10 per cent advance applies to all employes receiving not more than $2,000 a year. This step should be of the greatest aid to the employes of the company in these days when the cost of living is kiting upwards.

Keeping Up Buggy Stocks

In the recent past, dealers have felt afraid of the automobile influence on the buggy business. They have hesitated about keeping up their buggy stocks and going after business aggressively. The buggy business is still profitable and will respond to good merchandising methods as of yore. The field is still fertile and many dealers of the highest class are getting back their old-time enthusiasm.

We all recall that a buggy man used to be about as good a salesman as the country produced. It always, even in the boom days of the business, took a good man to sell buggies. Right now the buggy trade needs that old-time salesmanship. It needs good buggy men and it needs the same skill in show-room display it always did. The impression, "the appeal," is everything, almost, in making buggy sales.

A good stock of buggies, a real display, is the first essential. A profitable buggy business cannot be built up on one or two samples for show—positively it cannot—any more than a fruit store can flourish with only one orange or banana on display. The buggy display room must be the "real thing"—the "appeal" must be made—but the business can be and is being made a success by buggy men who put "pep" into it.

The game is worth while and good, clean money awaits the man who will study the buggy business under present conditions; not as it once was, but as it may be made—now. This is a fact, daily verified, and a challenge.

Selling the Combination Thresher

The success of individual threshing outfits throughout the Canadian West is astonishing, considering the comparatively short time these outfits have been in vogue. Whether or not this class of outfit will become a permanent feature in the implement business is hard to say. It would seem probable that as the small farm tractor gains in popularity in the various districts, the farmer will be more prone to purchase a small separator to be operated by his tractor. He can do his own threshing and can utilize the tractor for plowing, hauling and a variety of uses to which the stationary engine, as mounted on the separator frame, would not be adapted. Time will see developments along this line of effort.

In the main, it would seem that the farmers calculate they may not save so much by purchasing an individual threshing outfit, but they are aware of its great value in that they are able to thresh their grain whenever it is ready, no small matter on the average grain farm. There is, of course, a saving in help, as the farmer can nearly always have enough help of his own, or can get the help of two or three neighbors, helping back to pay them for their work. In the sale of these individual outfits, the experience of a firm of implement dealers in Kansas is interesting. This concern says in connection with combination outfits:

"Some of these sales we handle ourselves and sometimes we have the assistance of factory or branch house canvassers. Although we believe we could handle practically all of these sales ourselves if we tried, as some of the members of our firm are experienced threshermen as well as salesmen. On all the sales we have thus made we settle with the company in cash and take the farmer's paper and do our own collecting.

"Of the sales we have already made of these outfits, we have not been out one cent for service, yet we do not believe that the service, if rendered, would have affected very much the profit in the sale of the outfits.

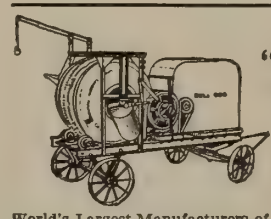
"We have found this a nice, clean business and it shows a good margin of profit, and opens up a new field in which most implement dealers have been making little profit, as it is a well-known fact that all the larger threshing outfits are usually sold at net, or very nearly so. The dealer secures very little, if any, commission on same, and, of course, the more small outfits that are sold the fewer large outfits will be required.

"We feel that if dealers take hold of these small threshers and sell them themselves, without much assistance from the factories or branch houses, this business will not get into the same rut as has the large thresher business."

New Inventions

Patent No. 171,331 is for a feed cutter invented by Robert Smith, of Durham, Ont. In this machine a number of saws are located across the discharge end of the feed trough, these rotating and cutting the feed.

The Massey-Harris Co., as assignee of Thos. Findley and H. M. Russ, file patent No. 171,120, a special sled runner for wagon wheels. In the runner an arc-shaped curve takes the contour of the wheel, clamps from the runner passing over the felloes. Side plates on the runner hold the wheel sideways. This runner is intended to adapt a wagon for sleigh use without removing the wheels from the axles.



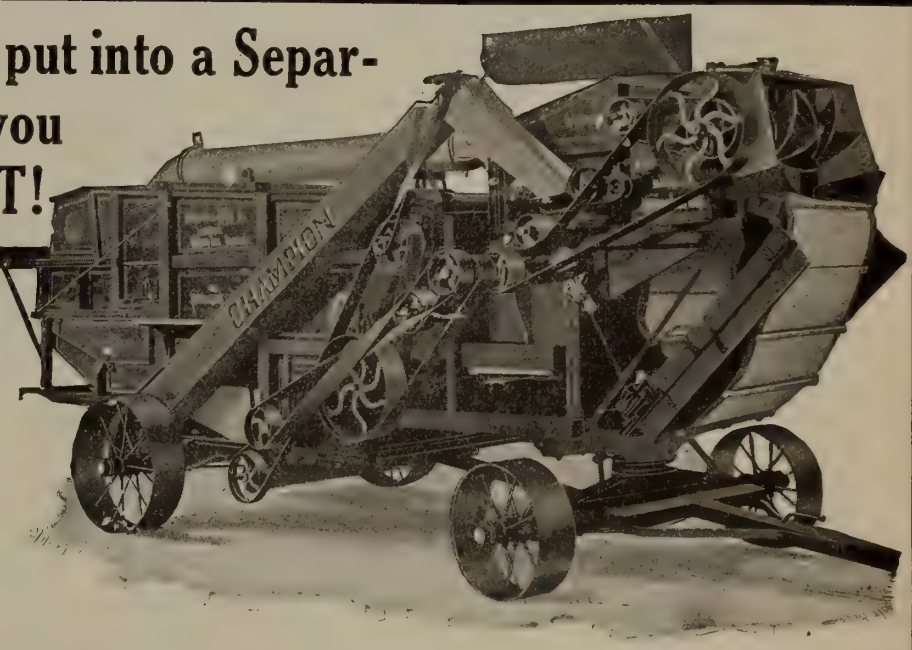
LONDON "BULL DOG" Batch Mixer

Pays for itself in 20 days. Built to last a lifetime. Send for catalog No. 1 B.

London Concrete Machinery Co., Dept. K, London, Ont.

World's Largest Manufacturers of Concrete Machinery.

It isn't what you put into a Separator, but what you GET OUT OF IT!



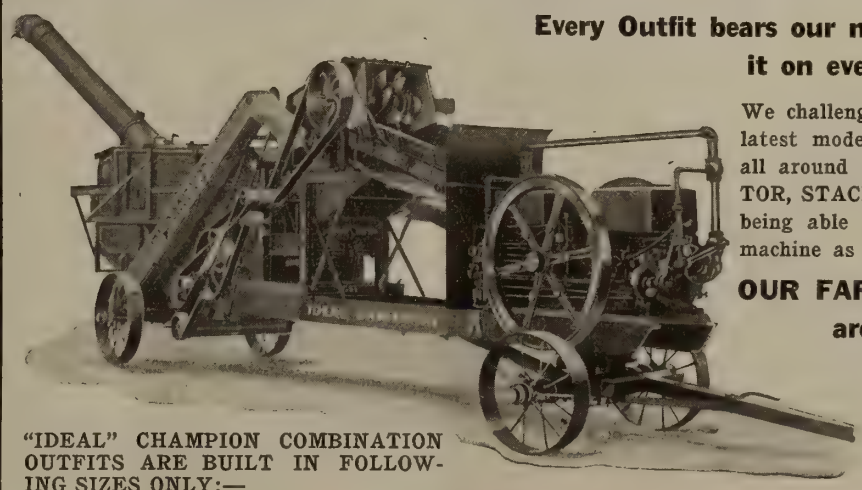
A "WATERLOO CHAMPION"

is not only a fast thresher but a perfect grain saver. LIGHT RUNNING, EASY TO BUY, and PROFITABLE BUSINESS for the DEALER.

There is no reason why you should not benefit by investigating our profitable proposition. Why not write us about it at once?

WE WANT LIVE AGENTS. YOU OWE IT TO YOURSELF TO INVESTIGATE.

Get the Agency for "WATERLOO" Machinery—Always Reliable



Every Outfit bears our name—we are proud to have it on every machine

We challenge the world to produce an equal to our latest models as THOROUGHLY SATISFACTORY, all around outfits. Every part—whether SEPARATOR, STACKER, FEEDER, REGISTER or ENGINE, being able to perform its part with credit to the machine as a whole.

OUR FARMER COMBINATION OUTFITS are superior to any others.

"IDEAL" CHAMPION COMBINATION OUTFITS ARE BUILT IN FOLLOWING SIZES ONLY:—

"CHAMPION"
(A successful competitor against all rivals)—vide Webster — and it's "Made in Canada."

24 x 36 "Champion" Separator, Hand-Feed, 18 ft. Straw Carriers, 14 ft. Wagon Loader, and 12 h.p. Oil Engine.
24 x 36 "Champion" Separator, Hand-Feed, Wind Stacker, 14 ft. Wagon Loader, and 18 h.p. Oil Engine.
24 x 36 "Champion" Separator, Self-Feeder, Wind Stacker, 14 ft. Wagon Loader, and 22 h.p. Oil Engine.
28 x 42 "Champion" Separator, Hand-Feed, 18 ft. Straw Carriers, 14 ft. Wagon Loader, and 18 h.p. Oil Engine.
28 x 42 "Champion" Separator, Hand-Feed, Wind Stacker, 14 ft. Wagon Loader, and 22 h.p. Oil Engine.

WE WILL GLADLY SUPPLY ANY INFORMATION. THERE'S NO SPECULATION

The Waterloo Manufacturing Co., Limited
PORTAGE LA PRAIRIE, MANITOBA

The Prussians of Commerce

During the past ten or fifteen years an enormous business in merchandising has been built up by concerns which seek to supply the needs of the country home from the large city instead of from the local store. In the United States there is one concern that does a business in this line of approximately two hundred million dollars annually and in Western Canada we have at least one concern that is heading the same way. Why and how did these concerns gain their foothold in the country trade?

Heavily capitalized, they spent millions of dollars on the most attractive advertising schemes. They got out expensive catalogs with illustrations alone costing thousands of dollars. They prepared the most attractive literature, hiring the highest priced publicity writers to produce it for them, and week in week out they lambasted the rural public with their bids for patronage.

Why did they not confine their activities to the cities? Because there competition was too keen. They entered the rural community first because they found it the least guarded in competition, and the slowest to awake to a realization of their purposes, and they have now obtained such a foothold that it will require a most thorough awakening on the part of all who reside in rural communities, including both farmer and merchant, to prevent them from killing the small town and rural community upon which our democracy so much depends.

That this is the case can be proved by any country merchant who wants to investigate at the bank, railroad and express office the amount of money which has passed out of the community in the past five years. He will find that annually the amount of money sent away for goods increases. How then can this business of direct selling by mail be counteracted?

We know that the small town with its schools, churches, lodges and community life enhances the value of farm land for miles around. We know that a thriving local centre helps to keep the younger generation at home instead of letting them migrate from the dying town to the attractions of the city. Business generally must awaken to the necessity of protecting the small town and its community, and must perpetuate their existence by justifying them with service. It is evident to even the outsider that the small western town to-day can exist for no great length of time if present conditions are to go on. Both town and merchant must make a struggle to prove themselves an absolute and indispensable necessity to the people who now support them.

In every small town a local organization is necessary which will arouse the consumers to the knowledge of what is going on. The consumer must be made to realize that the small town is slowly but surely being dragged down by his actions. Further, every country retail store must be made a reliable source of supply, and must carry stocks which will be available to the trade all the time.

The rural consumers of Western Canada possibly require a drastic lesson. They recently almost experienced it, for a railroad strike would show them in two weeks the value of the local store and small town service. Any calamity interfering with transportation would close the mail order avenue of supply, and would show the country consumer what it means to have good local stores with well stocked shelves.

This may not so much concern the implement business, although there is steadily growing interests which are endeavoring to sell farm machinery by correspondence. These concerns should not succeed, for almost without exception the general mail order concerns have found machinery sales a losing proposition. The legitimate implement industry was there first with its unbreakable record for durability, reliability and service. Note that last word. Go to any of the great plow and harvester factories. Who sells their goods? The dealer! Who sells the most reputable brands of farm machinery of all kinds? The dealer! This fact alone should show the most price-besotted farmer that if he wants satisfaction and service in purchasing implements he had best forget the mail order house and buy goods that have been used for years on the land and that were and are sold only through the retail implement trade.

The Small Tractor

In looking at the light tractor proposition, the trouble in some cases is that the dealer has not investigated these machines as he might. He notices advertisements and articles regarding light tractors in his trade journal, and he has a more or less definite idea of what a light tractor will do. Yet he does not come to the conclusion that this up-to-date piece of modern machinery could be used locally; he does not take the initiative and try to find out how many prospects there may be for small tractors throughout his territory.

The advent of the small tractor has revolutionized farm work, especially plowing, and the sale of a tractor carries with it the sale of plows, disks and other equipment that have always been considered belonging to the implement trade exclusively. This trade will get away from us unless we take and push the sale of tractors, for some one in every locality is going to push their sale, if not the local dealer, the manufacturer will.

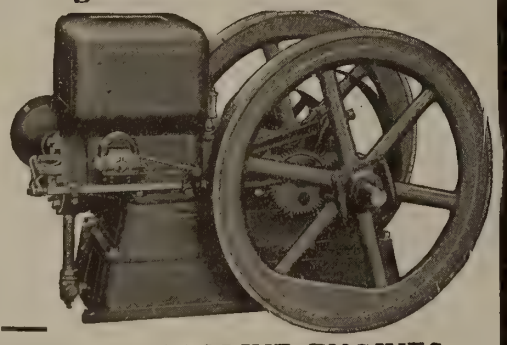
ATTENTION! HARDWARE MERCHANTS IMPLEMENT DEALERS AND PUMP MEN

WE are the largest Manufacturers of wood and iron pumps in Western Canada. We carry complete stocks at both Brandon and Calgary for immediate shipment. If you live in Alberta write Calgary; if you live in Manitoba or Saskatchewan write Brandon.

Write us for our new Catalog before you order, or send us a trial order and you will be convinced that you can buy cheaper from us than elsewhere.

Manitoba Engines, Limited
Brandon, Man. and Calgary, Alta.

Don't Decide on your Engine and Grinder for 1917 until You Investigate the JUMBO LINE



GET OUR AGENCY OFFER

For 1917—

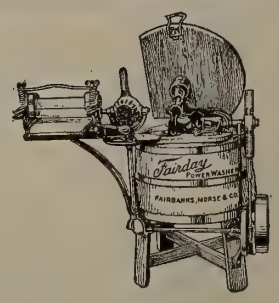
"JUMBO" GASOLINE ENGINES

Made in 1¾, 2½, 4½ and 6 h.p. On skids, strong iron sub-base or trucks; make and break ignition; battery or magneto. At an additional cost 2½, 4½ and 6 h.p. sizes can be equipped with throttling governor for burning kerosene or gasoline.

And "LITTLE JUMBO" FEED MILLS

Great range of capacity. Low power requirements. Grind from 10 to 30 bushels per hour; 6-inch burrs; weight 90 lbs All steel construction.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers
Tudhope-Anderson Co., Limited
WINNIPEG REGINA SASKATOON CALGARY



Sells Itself—this Washing Machine!

Simply show your customer the "FAIRDAY" Special Feature—the Swinging Wringer that saves them back-breaking tub lifting—watch them grow enthusiastic.

Back this with your reputation as a merchant—it will "deliver the goods."

Write to-day for particulars and terms

The Canadian Fairbanks-Morse Co., Limited
Saskatoon WINNIPEG Calgary

Just Claims

The legitimate manufacturer usually is desirous of protecting both dealer and farmer by backing up the guarantee which he places on the goods. This being so, it is scarcely reasonable for the customer to make unjust claims. The dealer is intermediary between manufacturer and farmer. If the farmer has just claims, the dealer should allow same and expect the manufacturer or wholesaler to protect him. He should, however, be just as conscientious about protecting the manufacturer as he is in seeing that his farmer customer is given fair treatment.

Whenever a dealer gives away anything to the farmer which he is not entitled to, he not only either causes himself a loss, or the manufacturer a loss, to the extent of the cost of what is supplied, but he also loses to himself a profit on such parts which he should have charged the customer for.

Invention and Adaptation in Farm Machinery

In a British publication, a writer comments on how the farmer has been responsible in great measure for the development of farm machinery. "As far as farm machinery goes," he writes, "there is little used where the primary idea did not originate in Great Britain. No small part originated from farmers or country blacksmiths. In recent years the swath-turner came from a farmer; the hay rake from a blacksmith. The sickle tine of the hay rake is parent of the cultivator, in fact the horse rake was used for cultivation long before the modern cultivator was invented."

"The Fenemore hay loader was invented by a farmer, and America simply copied its principles. The reciprocating knife through fixed fingers, which was the parent of the reaper and binder, was the invention of a minister. The binder canvases and reel were, before then, the invention of Salmon, who also invented the circular knife chaff cutter or feed cutter.

"The first sewing machine knotter was an English invention though improved in America, and the binder knotter is merely an adaptation of it. The drum and concave of the threshing machine were the invention of an English miller, while any sieving or blowing attachments were merely adaptations of earlier methods. The internal combustion engine was invented by Hughyens hundreds of years before gasoline was known, and he charged it with gunpowder."

When one reads the contentions of this writer, one can say, with Josh Billings, that originality was played out long ago and that all the inventor can do is to steal with circumspection!

The Handy Trailer

The development of the trailer has been rapid, and as an accessory to the automobile it will soon be in as common use in the Canadian West as in other areas of this continent.

Every automobile owner knows by experience how the loading of farm produce, machinery, etc., into the body of his car disfigures the enamel and upholstery. A car used as a species of truck rapidly loses its new appearance and becomes scratched and dented. With a trailer, the autoist can do all of his hauling at an extremely low cost and at a great saving of time and effort. Heavy or bulky articles can be carried —for these trailers are designed to carry up to one and one-half tons in weight. In the United States farmers now use the trailer extensively to carry milk, vegetables, sheep or hogs to town. The trip is quickly made and much time saved. Especially in the bringing of dairy products to the depot has this automobile accessory proved valuable. The farm implement dealer is the man best suited by experience and knowledge to handle trailers in his town and territory.

Mr. DEALER
Cater Can Sell You

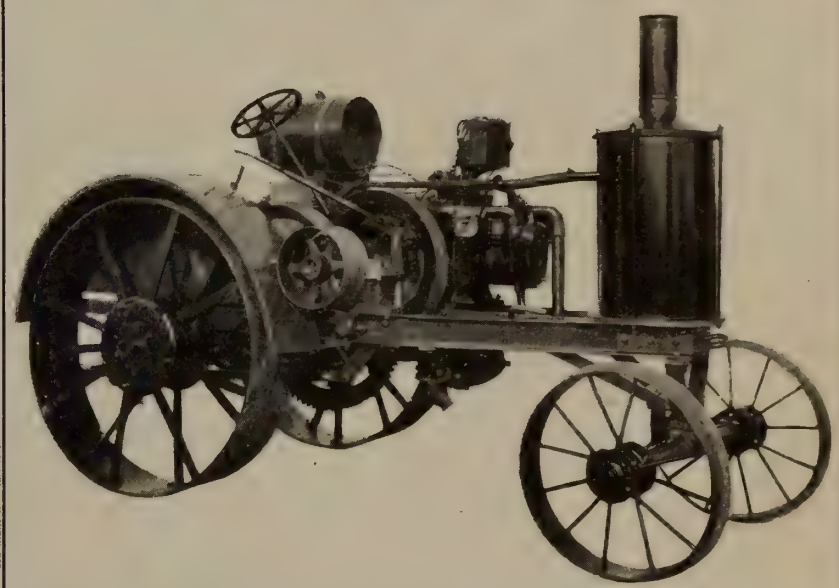
Wood or Iron Pumps cheaper than any one in the West.

GET HIS PRICES BEFORE YOU ORDER

Brandon Pump & Windmill Works
BRANDON MAN.

Get a Tractor Agency Worth While

The STERLING TRACTOR



Investigate the Sterling Tractor Agency Proposition NOW

This year is going to be the biggest year in the history of tractordom. Scarcity of labor makes power farming imperative. Wide-awake dealers will get the facts regarding the **STERLING TRACTOR** right away.

A High-grade, Light-weight, All-purpose Farm Tractor, selling at a price that means easy sales and good profits to our representatives

DON'T DELAY
Write us at Once for Full Particulars
Manufactured by the

Sterling Engine Works
Limited

Foot of Water Street WINNIPEG, MANITOBA

Shrapnel

The two things that do most to keep the implement dealer informed on the progress in his line are trade papers covering the field and salesmen visiting his store. His wife tells him the rest.

There is something in method and system in a store, but when all is said and done, it is the man behind the methods that make the business what it is. Method is merely business mechanism.

And—to forget business—we can't all be great orators, but we can keep our traps shut and acquire a reputation as Deep Thinkers.

Likewise—a girl who likes corn may have some things to worry about, but she knows there are no wrinkles in her stockings.

Further—Sadie's opinion is that a warm petticoat would feel mighty comfortable these days, but a girl simply must be in the fashion.

At New Year's a temperance crank told us that some men wait and let the undertaker attend to it, while others try to embalm themselves while they are alive! Both types of embalming are expensive.

When Dreams Come True!

The Canadian Council of Agriculture at its recent meeting in Winnipeg laid before all the farmers' organizations of Ontario, Manitoba, Saskatchewan and Alberta, a non-partisan political platform for general adoption. As a trade journal we have no more interest in politics than a pig has in astronomy, but in the event of success in this movement we see what is the realization of the dream of allied agriculture. In spite of Joint Committees of Commerce and Agriculture, and sapient sittings down to ponder on the problems of both farming and business, this step by the farmers organizations is only the crux of their whole effort of co-operation.

A financial journal in Winnipeg, "Canadian Finance," which has consistently espoused the policy of co-operative purchasing by the farmer, says sadly: "It is hoped that the new association, while representing the country's most important interest, will not tend to become a class combine antagonistic to other interests that are also essential to a balanced economic and national growth."

In that sentence lies the keystone of the whole idea. We have in these pages never questioned the wisdom of the farmers of the West organizing. As an organized body they can benefit, as can any trade or profession. But, and here we pause, the men who have been the figure-heads in Canada's farmers' organizations, who have steadily inoculated into the farmer that all other interests were parasites on the hide of agriculture, these men will from now on use the "real" farmer as a lever to prise them into political prominence.

We say "real" farmer advisedly, for the majority of the organization luminaries of agriculture are better talkers than farmers. They see their dream coming true, however—to smash the tariff, pauperize the Canadian manufacturer, eliminate "class combines," such as the implement industry—in short have a Canada ruled by farmers for the farmer. Nobody else need apply! As we said, we have no interest in political propaganda, but will this ideal, think you, bring to Canada a "balanced economic and national growth?"

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager — A. A. THOMSON, Editor

811-12 Confederation Life Building — Telephone Main 518 — Winnipeg, Canada

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ADVERTISING

Rates Made Known on Application

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JANUARY, 1917.

Sisal at a Phenomenal Price

The Comision Reguladora, an organization controlling the output of Mexican sisal fibre, on December 22 offered 50,000 bales of sisal fibre at 14½ cents in New York. This was an advance of one cent on the price previously set on December 20. Since the sisal monopolists have had control of the market, they have advanced the price of the fibre 8 cents per pound or more than 145 per cent. It is further announced that the same combination of interests is planning a deal in Manila hemp.

Experts state that not much more than half of the sisal required for next year's twine supply has been purchased by the manufacturers, while the wholesale price of twine is likely to be five cents higher than the prices of 1916. The phenomenal price for fibre is bound to have a marked effect upon this season's twine prices.

Community Building

Build up your community. Go out and take some of the responsibilities of citizenship in that community. Don't be afraid to give it your time. The first place to start is to clean up the home and make it a good place to live in and a good place to bring up your boy and girl. No matter how you succeed, if that boy and girl do not succeed you have been a failure. Yes, and your neighbor's boy and girl, if you have not made it a good community for them to live in.

Do a little good every day at some cost to yourself.

Help some other fellow up and make it a little easier for somebody else. Then you are making a great nation, because great nations are made out of great communities.

Choosing the Lines

It is, it must be admitted, an erroneous policy for the dealer in starting afresh for another year's business, to select any line without closely investigating it. We may, in individual cases, select the lines that may not be best for our trade, but what looks to be the easiest selling line, quite apart from the fact that other lines which would require possibly more selling effort, would bring us a bigger margin of profit.

The inclination to handle too many lines is another feature which may be considered. A line of plows, for example, should be covered in the average district by one or two makes at most, instead of which a man may handle four or more. In handling gas engines again, instead of choosing one good line with a wide range of horsepowers, the dealer may try to handle two or more different types of engine. It may be argued that it pays to carry both a cheap and a dear engine, but in the end the superior type will require the least selling effort and the least repair service or trouble when sold. When you sell one make of engine only, you have concrete and definite information to give regarding it. If you, however, give a line of selling talk on one engine, then walk over to another and cheaper engine, some at least of your selling arguments are bound to overlap, with the result that the prospect may question the veracity of the claims made for one or both engines.

In any line whatsoever, it invariably pays to choose carefully what you will handle, taking due account of the demand for the goods in your territory, or the demand which is latent and can be developed. Stock what is best suited to the individual needs of your community, thoroughly satisfying yourself that the goods will give the maximum service and satisfaction, and that they are the biggest and best value you can sell at the price you find necessary to charge.

During the coming year lose no opportunity to show your interest in the welfare of your farmer customers. You are vitally interested in what concerns the farmer and you should endeavor at all times to bring about a closer relationship between the farmer, the town and yourself. The nearer you can get to the farmer, commercially and socially, the better chance you have to retain his trade. It is a mistake to become so absorbed in the interests of your business that you lose sight of those interests which pertain to the welfare of your community as a whole.

Have You Met Him?

We reproduce herewith a very good photograph of J. P. Miller, Western manager of the Canada Carriage Co., Ltd., Brockville, Ont. "Percy"—as he is popularly known to the trade—was born in Middleton, Nova Scotia, back in 1881, so he has still many years ahead of him in the machine business. After graduating from high school, he entered a banking institution in Middleton, following the banking business for five years and incidentally acquiring a valuable business education.

J. P. MILLER,
Western Manager, Canada Carriage Co.

In 1905, he shook the dust of Nova Scotia from his feet, and followed the lure of the West. We next find him with the Fairchild Co., Winnipeg, handling collections on the road for that concern. After serving the Fairchild organization for four years, that company was merged into the John Deere Plow Company, Mr. Miller being retained in the capacity of credit manager. Still forging ahead, in June, 1916, Mr. Miller was appointed Western manager of the Canada Carriage Company, with headquarters at 156 Princess Street, Winnipeg. His wide experience in the vehicle and implement business, admirably befits him for the responsible position which he now occupies, and he should do a large share in bringing back the buggy and vehicle business to its former importance in the West Canadian field.

The Value of Method

Use method in your business. Make your books a producing factor. Let them tell you where you have overstocked, what lines are the most profitable to handle, and many other things you ought to know. If your records tell you you are losing, that is a signal for you to act and act quickly. Either find the leak and stop it, or give up if you know your case is hopeless.

Don't let your business die of dry rot. Be progressive; adopt new ideas and methods. Make yourself and your business important factors in your community.

Figure Your Costs

Looking at your business activities last year, can you say what per cent your investment brought you, and what you are earning now. If you do not know these things, you do not know what it is costing you to do business. In the past have you carefully inspected your stock and figured to a cent the amount of business you are doing each year, also what profit the business is showing you.

What lines are you handling now in addition to staple implements? How rapidly is your stock being turned over and the cash invested to better advantage? If your stock is being permitted to lie about and to become old and is depreciating in value, then your dollars are not doing their duty. They are lying idle and are eating themselves up without even an effort to make them a paying investment.

You have invested several thousand dollars, we will assume, in your business. At the end of this year your profits will, or should, show a gain of so much per cent. Will you be able to say that this is true? In the past have you been keeping an accurate account of the various items of cost in connection with your business? Do you actually know how much it costs you to carry on your business? Have you taken a careful inventory of your overhead? By that we mean your rent, light, heat, power, insurance, help, taxes, fuel, depreciation, bad accounts, incidentals, personal salary, etc. If you are to make a profit you must have some system of cost accounting that will, at least, give you a fair idea of these things.

Automobile Insurance

The automobile is a comparatively new means of transportation, and the hazards involved in operating it are, for the most part, so obvious that the need of adequate indemnity for the owner against probable losses can be plainly seen. Present practice among fire companies in general provides that the rates for indemnity shall be based on the price of the car, with a definite percentage charge for depreciation ranging from 20 per cent at the end of the first year to about 60 or 70 per cent in subsequent years. In this new form of underwriting, the lack of statistical data on which to rely as a basis for guiding rate makers is obvious, but underwriting methods as regards automobiles have scarcely changed during the past ten years.

Two facts stand out in the question of automobile rating (1) autos of the same price, but of different manufacture, involve varying hazards from an insurance standpoint; (2) no two cars have experienced the same degree of depreciation after the same period of usage, regardless of whether they are of the same manufacture or price.

In analysing differences the underwriter is primarily concerned with the variation in replacing parts which have been damaged. Another factor is the actual value represented by the materials used in the different cars, and yet another is the approximation of what proportion of the price of a car represents value and what percentage profit.

What then shall determine the value of cars? It would seem evident that the companies, either individually or in combination, will yet have to inaugurate an automobile inspection service to pass upon each risk. An inspection would reveal the exact condition of each car and a reasonably accurate depreciation charge could be made. The human factor also plays an important part in this question: No two men take equal pains in maintaining the value of their cars. Consequently depreciation varies greatly. At all events, it is evident that the establishment of a scientific rating system for automobile insurance is necessary if premium charges are to be more equitably distributed among automobile owners carrying insurance on their cars.

Simplicity in Advertising

Small words are more important in advertising than in anything else. No one ever buys until they are convinced. You can't convince them until they understand. They won't understand unless you express yourself clearly, and the only way to express yourself clearly is to use small words that anyone can understand. Most advertisers shoot over the heads of nine-tenths of the people they want to reach. They don't understand the art of merely talking common sense to these people—the same kind of talk they would use if they were trying to sell them orally.

Personal

J. Wilkinson is a new harness dealer at Munson.

H. C. Baker is a new harness dealer at Lanigan.

G. N. Lambert is a new implement dealer at Denholm.

John Blair has discontinued operations at Indian Head.

H. Talbot has discontinued his harness business at Bentley.

W. Bowles, machinist, has opened a business at Lauder.

W. J. Mast has opened an implement business at Pakowki.

R. H. Brown, Myrtle, now has charge of the Myrtle Implement Shop.

Charles P. Snyder has opened a new implement warehouse at Oyen.

John A. Russell has commenced a retail implement stand at Melita.

Clyde Hall has been appointed Gray-Dort agent in the town of Vulcan.

Harvey Harris has sold out his implement business at Lamont to J. Stafford.

W. G. Pollock has secured the Deering agency for the town of Neepawa.

N. S. Thompson has opened a garage and auto repair business at Abbey.

Walter Sturdy, a dealer at Swan River, has sold out to Robert Brookby.

Burr & Underhill have opened a garage and automobile business at Manyberries.

J. McNicholl, Bindloss, is agent for that district for McLaughlin automobiles.

J. W. Gouin, the implement dealer at Cudworth, has removed his business to Howell.

The Kelowna Implement Co., Kelowna, B.C., have discontinued operations at that point.

Jos. R. Nixon has sold out his garage at Rouleau to a firm named Brooks & Sellars.

Gaskell Bros. is the name of a new concern at Okotoks handling hardware and farm equipment.

The Brandon Machine & Implement Works, Brandon, was recently badly damaged by fire.

A new concern, recently incorporated in Winnipeg, is the Guarantee Sheet Metal & Roofing Co.

The Trudeau Carriage Company, Montreal, has been incorporated with a capital of $49,000.

W. J. Ross has bought out the hardware and implement business at Woodrow formerly carried on by A. W. Sabins.

Coleman & Senninger have taken over the implement busi-

ness at Bladworth, formerly carried on by G. A. Lapp.

Jones & Burrows, dealers at Hanna, have dissolved partnership. In future William Jones will carry on the business.

John Menzies & Sons, lumber and implement dealers at Oakburn, have sold out their lumber business to the Quality Lumber Yards.

A concern recently incorporated in the town of Chaplin, is the Chaplin Trading Co., Ltd. They will handle implements and automobiles.

The firm of Bradshaw & Anderson, hardware and implement dealers at Imperial, has been broken up, the partnership being dissolved.

Digney & Flanagan, implement dealers at Beatty, have dissolved partnership. A. C. Digney retires, Mr. Flanagan carrying on the business.

The firm of Coleman & Senninger, Kenaston, has been broken up, the partnership being dissolved. B. T. Coleman now carries on the business alone.

It is to laugh! The Cut-Rate Merchants have removed their business from Regina to Holdfast. Most unhappy name that town has for a concern that cuts rates.

The Nichols & Shepard Co., Battle Creek, Mich., manufacturers of threshing machinery, announces an increase in wages of 10 per cent to all its factory employees.

W. Umbach, Western sales manager of the Waterloo Mfg. Co., Portage la Prairie ,is at present on a visit to the factory and head offices of his company, at Waterloo, Ont.

The implement business of Gilligan & Purse, Myrtle, was recently sold out to R. H. Brown. Mr. Brown is widely known in the district and should do a good business in the territory.

During 1916, Fairbanks Morse & Co., Beloit, Wis., spent half a million dollars on factory enlargement, adding 181,208 square feet floor space to accommodate an increase in staff of 1,500 mechanics.

J. D. Adshead and Wallace Henry, of the J. D. Adshead Co., Winnipeg, distributors of the Happy Farmer Tractor, attended the recent sales convention of the Happy Farmer Tractor Co., at La Crosse, Wis.

Jas. A. Mitchell, a former salesman with the Brandon branch of the International Harvester Co., has been made a block-man in that territory. Bert Clermont, formerly of Estevan, is in charge of the I. H. C. warehouse at Brandon.

H. F. Anderson, western manager of the Tudhope-Anderson Company, Winnipeg, recently paid a visit to the headquarters and factories of his company at Orillia, Ont. Mr. Anderson looks forward to a busy selling season this year.

W. J. Wilson, sales manager of of the Winnipeg Ceiling & Roofing Co., has been elected president of the Sales Managers' Association for the year 1917. Mr. Wilson has been a prominent member in this body since its formation.

J. Fred Bradley, secretary of the Advance-Rumely Thresher Co., La Porte, Ind., departed early in January on a four months' tour of South America. Mr. Bradley will investigate the possibilities of South American trade for his company.

Lieut. Harry W. Salmon, of the office staff of the Cockshutt Plow Co., and Major J. McAskill, of the collection staff, have both received the Distinguished Conduct Medal. Fifty members of the Western staff of the company are now in the ranks.

In a fire which did damage to the value of $325,000 in the town of Summerside, P.E.I., the warehouse of J. A. McNeil, carrying hardware and implements, was destroyed to the extent of $8,000. The implement stand of Thos. Andrews was also destroyed, the valuation being $12,000.

A. E. Donovan, manager of the Cushman Motor Works of Canada, Winnipeg, visited the factories and head offices of his company at Lincoln, Neb., during the holiday season. Mr. Donovan reports the plant as being busy turning out Cushman lightweight engines for the 1917 demand.

John Bedard died in Winnipeg on December 24, at the age of 64 years. The deceased gentleman had been a resident of Winnipeg for 34 years. He was the first wire manufacturer in the West, building the Northwest Wire Factory in Winnipeg. He leaves a widow, three sons, and three daughters.

Officers and field representatives of the Swedish Separator Co., Chicago, met in the annual convention of the selling organization of that company on January 4, 5 and 6. The company state that the sales of "Viking" separators during 1916 were the biggest since the inauguration of the organization.

H. G. Heidt, sales manager of the New Way Motor Co., Lansing, Mich., left that city a few weeks ago for an extended tour of the Western States and the Canadian West. Mr. Heidt will visit Vancouver, coming east through all the larger western Canadian cities, where he will investigate business conditions.

On Dec. 18, John F. Dougal, an old-time carriage maker of Winnipeg, was killed at the Union Depot in this city. Deceased was evidently run over by a train. He had been in Winnipeg for some 40 years and was well known to the carriage trade. He leaves to mourn his untimely death a widow, one son and a daughter.

Robert Mackay has been appointed manager of the Northern Moline Plow Co., Minot, N.D., succeeding D. J. Murphy, transferred to Minneapolis. Mr. Mackay has been connected with the Moline organization for about fifteen years, and was well known to the West Canadian trade when manager of the Canadian Moline Plow Co., Winnipeg.

William M. Warren, sales manager for the Swedish Separator Company, Chicago, Ill., was a recent business visitor to Winnipeg. Mr. Warren spent a few days with the John Watson Mfg. Co., which concern are distributors of "Viking" cream separators for the Province of Manitoba. He was very favorably impressed with the business outlook in the Canadian West.

J. W. Ackland, president and general manager of Messrs. D. Ackland & Son, Winnipeg, recently returned from an extensive trip which took in the leading hardwood supply centres of the central and southern states. While hardwoods are advancing, Mr. Ackland assures us that he will have plenty hardwood stock to take care of the 1917 demand of his factory in this city, which specializes in the production of implement and vehicle wood goods.

Winnipeg Association Holds Banquet

On Thursday evening, December 22, the Winnipeg Wholesale Implement Association held its annual banquet in the Fort Garry Hotel in this city. At the last regular meeting of the association, it was decided to change, in some respects, the status of the organization; to eliminate red tape and save time by appointing a general executive committee, which comprises the following:

Chairman, H. W. Hutchinson, John Deere Plow Co.; M. J. Rodney, International Harvester Co.; E. A. Mott, Cockshutt Plow Co.; C. H. Whitaker, Massey-Harris Co. Secretary-Treasurer, E. S. Strachan, John Watson Mfg. Co.

At the banquet a splendid turnout of the members met, and over the cigars several speakers testified to the necessity of the association at this stage of the implement industry. It has been decided to reduce the annual membership fee from $25 per year to $10 per year. Later in the evening the members in a body attended the regular performance at the Orpheum theatre, the show being thoroughly enjoyed by all.

We are glad to report the thriving conditions of the Winnipeg Wholesale Association and wish it every success during the year we have now entered.

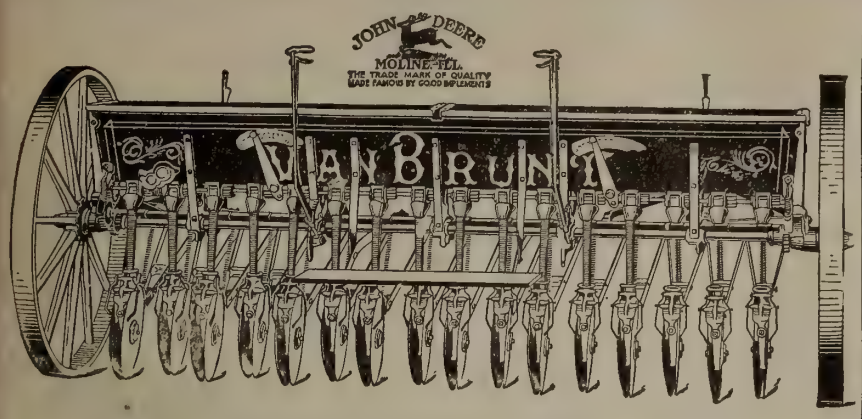
U.S. Factories in Canada

About 50 branches of United States firms have been established in Canada during the last two years. Most of these have come to Ontario, several to Quebec province, and a few to Western cities. With an average investment conservatively estimated at $300,000, these 50 plants represent a new investment of $15,000,000 in this country. There were previously about 450 such companies in Canada, which, with a similar average investment, represented an aggregate of $135,000,000. The grand total investment, therefore, is now $150,000,000.

Of the total of United States investments of $978,000,000 in the Dominion $150,000,000 is represented by branch plants. Until 1914 this was the largest item in the list of United States investments here. Since then Canadian securities have been sold in the neighboring Republic in far greater volume than hitherto, and consequently that item now represents the largest United States investment in Canada, branch establishments coming second.

The largest number of branch plants of United States companies in Canada is located in Ontario, although there is a tendency to utilize Western Canadian points to a greater extent. At least 12 United States manufacturers of agricultural machinery and farm implements have branches in the Dominion and about as many makers of automobiles. In the latter case the parts are usually imported separately and assembled in this country. A large number of firms manufacturing and supplying machinery, fittings, and plant have factories or distributing houses on the Canadian side of the international boundary.

Among the other merits of the tractor is that it bids fair to pull implement dealers out of the slough of long-time credits.



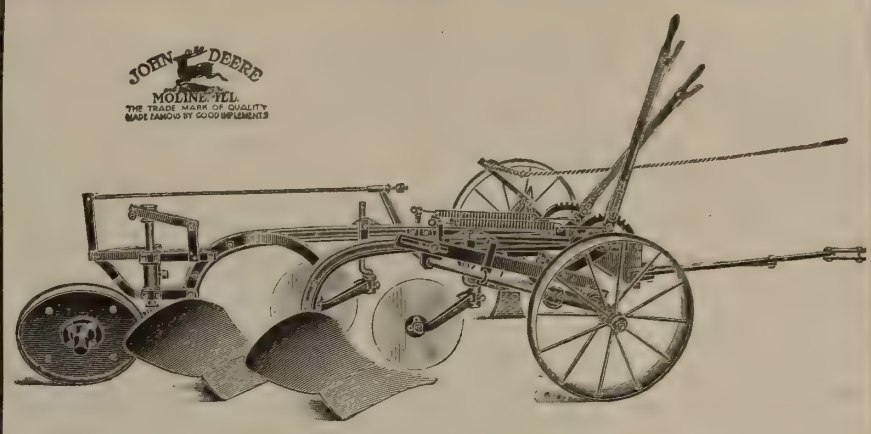
Van Brunt Double Disc Drill

We regularly stock the double and single disc and shoe drill in either the high wheel or low-down press drill.

The Furrow Opener, its bearings and connections, form the vital part of the Disc Drill. If the discs fail to work properly, the drill is of no value. The proper planting of the seed is dependent upon efficient Furrow Opener—discs that will run light and plant all seed evenly across the bottom of the furrow. The reason that the Van Brunt is so popular with the western farmer is in the fact that it has these essentials.

The Double Discs are guaranteed to work in any soil capable of being seeded and not to clog or choke up in mud, gumbo, sticky or trashy ground.

The Van Brunt Single Disc, with fore delivery, is a new up-to-date model. It is the first successful Single Disc, with closed delivery. It will work in any soil that can be seeded. It guards against clogging, and compels an even depth with every kernel covered. Write for folder descriptive of either one of these drills.



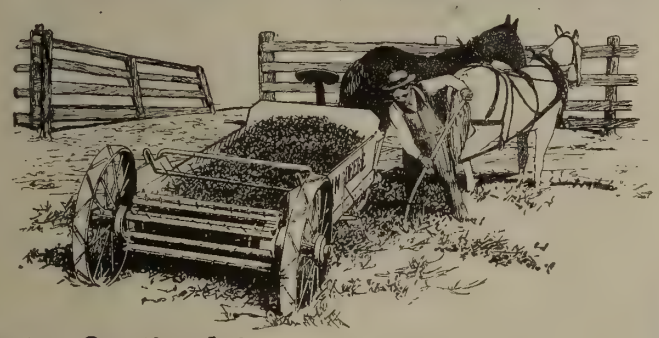
No. 3--2 Furrow Pony Engine Gang 14-inch bottoms

The No. 3 Pony Engine Gang is built in either two or three-furrow size with 14-inch bottoms. The No. 2 is built in four-furrow only with 14-inch bottom. Both are equipped with Quick Detachable Shares. Do not forget this fact. Tractor plowing on the average farm is no longer a dream—it is a profitable reality. It has been made possible by the introduction of the One-man Outfits, the first cost of the operation of which are much less than Tractors and Big Engine Plows.

John Deere Plows for Light Tractor are made for use on the average farm. The above illustration is of a two-bottom High Level Lift Gang suitable for the smaller operator. It embodies all the good points of the larger plows and yet makes it possible for the smaller farmer to enjoy the benefits and profits of an up-to-date Tractor Plow.

Before you stock a Tractor Plow be sure to investigate the John Deere Plows for Light Tractors. A careful purchase means permanent sales.

JOHN DEERE SPREADER



The Spreader with the Beater on the Axle, New and Exclusive Revolving Rake and Ball-Bearing Eccentric Apron Drive.

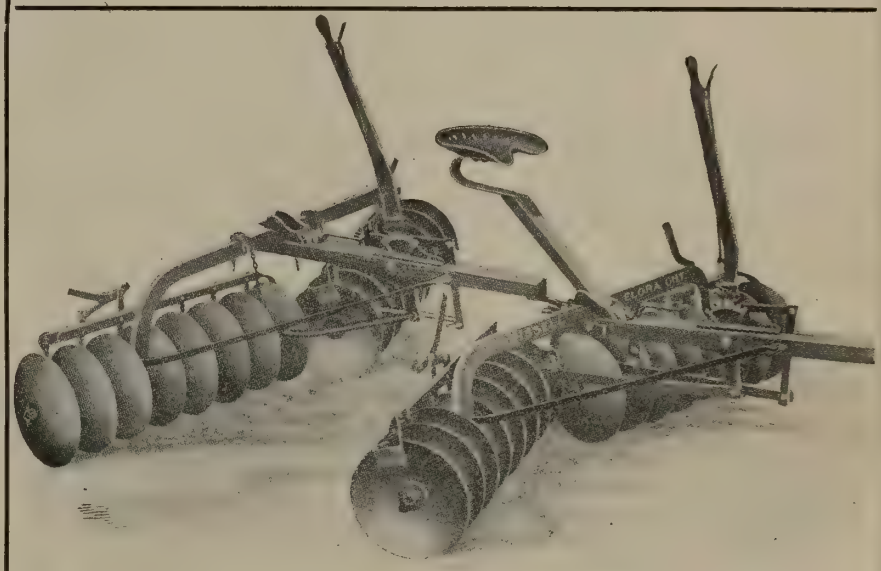
The Beater On the Axle.. This is an exclusive John Deere feature. You cannot get it on any other spreader. Mounting the beater in this manner means all the working parts mounted on the rear axle. Can't get out of line, regardless of ground conditions—No adjustments—none necessary. Means less than half the types of castings used on other manure spreaders. Beater mounted near the ground—manure not affected by the wind. Big drive wheels, yet a low-down spreader. Wheels not in the way of loading.

New and Exclusive Revolving Rake.. An even amount of manure is always delivered to the beater on the John Deere Spreader. The new and exclusive revolving rake keeps the beater clear and working free. The load moving toward the beater operates the revolving rake, which works entirely independent of the rest of the spreader.

Ball-Bearing Eccentric Apron Drive.. Another exclusive John Deere feature. Simple, but a positive drive. Locked at all times and does not allow apron to race. Ball-bearing eccentric eliminates friction and draft—doesn't require oil—will not wear out.

If you want to spread manure unusually wide, use the John Deere Wide-Spread Attachment.

ASK THE JOHN DEERE TRAVELLER WHAT THESE FEATURES MEAN. WRITE US FOR FREE BOOKLET.



Bissell 8-ft. Double Action Disc Harrow

This illustrates a popular Harrow for Summer Fallow and general work. It is a Double-action Harrow, 16 x 16, both Out- and In-throw, working the ground twice with the one operation. The BISSELL In-throw Harrow in the rear, worked at a sharp angle, leaves the surface of the ground pulverized like a "mulch" to hold the moisture. The central position of the seat is convenient from which to adjust both Harrows. Six horses will handle this Double-action Harrow nicely. There is no neck weight, and it works complete.

We also regularly stock a full line of Bissell Single-action Disc Harrows in sizes from 6 to 14 foot cut.

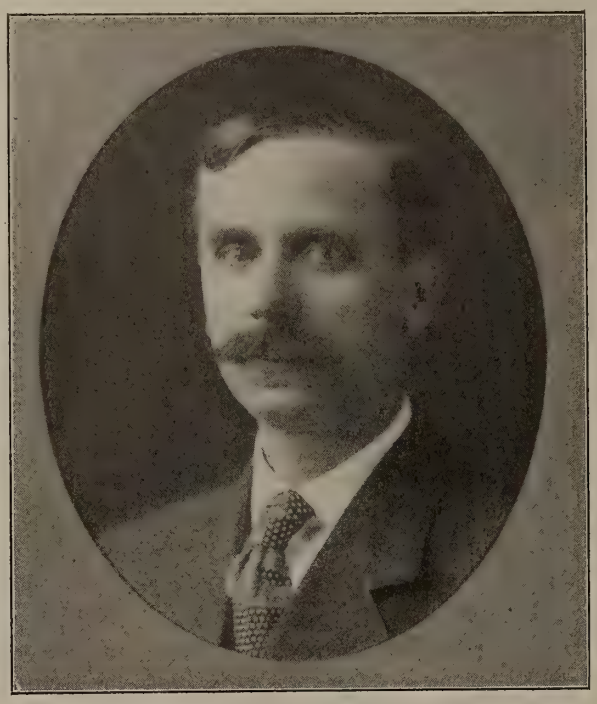
Free Catalogue on Application

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

Frank D. Blake Dead

Frank D. Blake, director of publicity for Deere & Co., Moline, Ill., died suddenly in that city on December 21. Two days before he was attacked by ptomaine poisoning. An operation took place, but the patient succumbed. In the farm machinery publicity field Mr. Blake held a very prominent position. Not only as an advertising expert, but as a speaker his services were in great demand. Articles from his facile pen were a feature in the implement trade press, and he was a prominent figure at conventions held by both manufacturers' and dealers' associations.



THE LATE FRANK D. BLAKE.

In early life Mr. Blake was a cowboy on the Western plains, later laying aside the lariat for the pen, when he entered the newspaper business. From newspaper work he turned his attention to advertising, and in 1903 was appointed advertising manager for the Rock Island Plow Co., Rock Island, Ill. In April, 1907, he became director of publicity for Deere & Co., Moline, which position he filled with conspicuous success to the time of his death. Every dealer who is acquainted with the advertising and publicity matter produced by Deere & Co. will admit the originality, force, and attractiveness of the late gentleman's work. He was one of the few men who are born advertising experts. During his entire business career Mr. Blake was an implacable foe of the mail order idea. His pen picture, "Who's Your Friend" is, to our mind, one of the strongest "buy at home" arguments we have ever seen. He leaves a wife, a son and a daughter to mourn their loss, while the implement advertising field loses one of the best men who ever built sales through the medium of print and illustrations.

Why "ACME" Sales Increased 60% Last Year

Because: "The coulters do the work." The "Acme" Pulverizing Harrow is making good on all types of soil, on hillsides and level land, in field, orchard, and market garden. It crushes clods, pulverizes, levels, and turns the soil twice at one operation. Used and endorsed by leading Experiment Stations and by careful farmers everywhere.

Because: Over 4,000,000 farmers read our vigorous, convincing message as presented in their favorite farm papers. As a result, inquiries poured into our office to be referred to "Acme" dealers everywhere. But we did not stop with that. We kept right after every "prospect" and helped the dealer to convert him into a satisfied "Acme" customer.

What This Means To You

We are planning bigger, better things for 1917. "Acme" dealers will share in our prosperity. Why not you? We will meet you half way. Write today for our proposition. It's a winner.

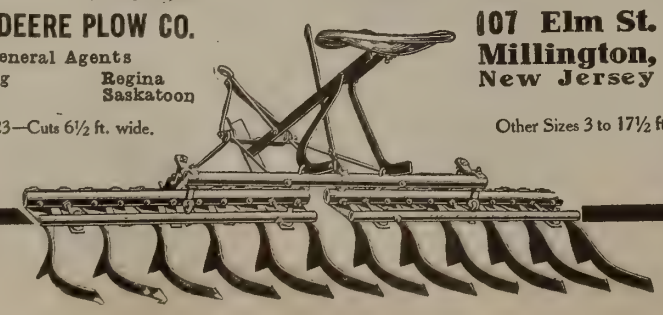
DUANE H. NASH INC.

JOHN DEERE PLOW CO.
General Agents
Winnipeg Regina
Calgary Saskatoon

107 Elm St.
Millington,
New Jersey

No. 23—Cuts 6½ ft. wide.

Other Sizes 3 to 17½ ft.



New Happy Farmer Tractor

The Happy Farmer Tractor Co. has been absorbed by the La Crosse, Wis., Tractor Co., the new organization manufacturing the original model of the Happy Farmer tractor, as well as a new machine, the "Model B." The company have arranged for the lease of an additional factory at La Crosse for an assembling plant.

The new pattern Model B, Happy Farmer Tractor is equipped with a 2-cylinder kerosene-burning engine, which is claimed to burn the fuel more efficiently than any kerosene burner yet produced. It will develop 12-24 horsepower, handling three plows and is equipped throughout with Hyatt roller bearings. The tractor also has the ability to make square corner turns in either direction by means of a brake on the differential connection with either of the two fly-wheels. Mechanical lubrication is used throughout.

Selling at a very reasonable figure, this tractor will be advertised extensively in the leading farm journals, which should be of great benefit in introducing it to the communities where Happy Farmer Tractor dealers are located. It will be distributed by the J. D. Adshead Co., Winnipeg.

A Subsoiler Attachment for Plows

Reid & Gray, a firm of plow makers in Dunedin, N.Z., have perfected a subsoil attachment for plows, which was recently tested with very satisfactory results. A two-furrow plow was used on an upland of strong soil, six horses drawing the implement.

The attachment consists of vertical beams from the plow frame, which are fitted with horizontal shovel points. The subsoil device can be set at varying depths, and in the tests the soil was plowed to a depth of six inches, a further 4 inches being shattered and pulverized. This invention should lead to a thorough aeration of the subsoil with all the attendant advantages.

Can Tractors be Sold during Winter?

The fellow who says it can't be done is the man who will never do it. Tractors can be sold by dealers during the winter months.

In the first place, you have a good opportunity this winter to get in touch with a lot of mighty good prospects and if you have a sample machine in stock, you can very easily interest a farmer to look it over. Then impress upon him that the few weeks before the opening of the spring work would be a mighty fine time to get acquainted with the tractor.

By spring, if he buys early, he will be well versed on the tractor and will have less chance of encountering small and vexing delays because he doesn't fully understand the machine.

Tractor Market in U.S

In the United States there are 6,361,520 farms, over half of which range in size from 100 to 1,000 acres and more. About 2,000,000 of these farms range in size from 175 acres up. Divide that number by two, to be conservative, and we have a million farms that will have tractors within the next few years. Yet it is calculated that there are only 40,000 tractors in the U.S. field to-day. The market has only been scratched. In Kansas, for instance, there are 178,000 farms and only about 4,000 tractors.

From these facts it would seem that the dealers of the United States have a great future field for tractor sales, and applying the same argument to Canada, the proportion of tractorless farms per thousand is far lower than in the United States. It's time that the dealer was taking a greater interest in tractors.

Eastern Woods in the West

It is a peculiar situation that the wagon makers in the State of Washington are transporting oak from the eastern states for vehicle stock. The oak stock used costs $104.77 per thousand feet delivered at the factory. A little native Pacific coast oak is used, but this oak is not found suitable for the most exacting places in vehicle manufacture.

According to a lawyer, every will has at least half a dozen ways.

We may be prejudiced, but we'd rather have eight Zeppelins after us than one hornet.

"Happy Farmer" Dealers

Are the Ones who will make TRACTOR PROFITS in 1917

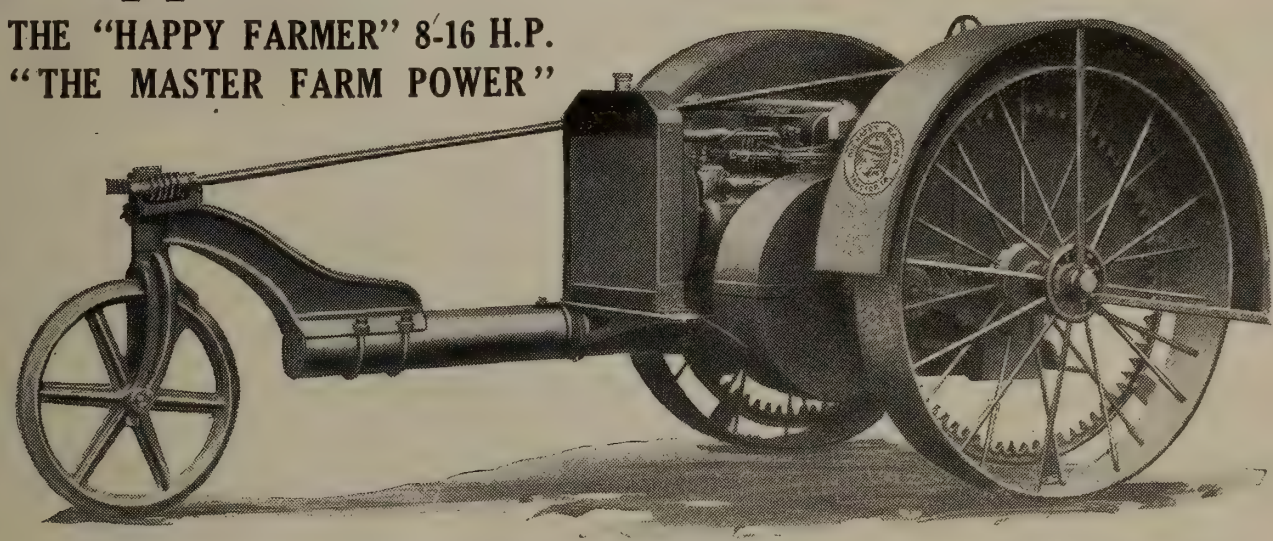
MODEL "A"
8-16 H.P.
Weight 3,500 Lbs.
Capacity, 2 Plows

THE HAPPY FARMER TRACTOR CO.
IT'S GOOD

MODEL "B"
12-24 H.P.
Weight, 3,700 Lbs.
Capacity, 3 Plows

Our 1917 Dealer Contracts are now Ready
Make Application for Territory Immediately

THE "HAPPY FARMER" 8-16 H.P.
"THE MASTER FARM POWER"



MODEL "A" HAPPY FARMER

This 8-16 H. P. Tractor made a wonderful record in 1916; 1,500 lbs. constant drawbar pull guaranteed. Weight only 3,500 lbs., 88 per cent of the weight on the two drive wheels; 4-Cycle, 2-Cylinder Opposed Motor. Atwater-Kent Ignition. Absolutely Self-Guiding. Two speeds. Water cooling-forced circulation. The most efficient two-plow, all-around tractor on the market at any price. Has made good everywhere, and under all conditions.

MODEL "B" HAPPY FARMER

Our wonderful new 12-24 H. P. KEROSENE or DISTILLATE burning 3-Plow Tractor. Fitted with HYATT ROLLER BEARINGS throughout. Two-cyl. 4-cycle motor—the most perfect kerosene burning engine ever built. Weight only 3,700 lbs. Guaranteed power—Belt, 24 h.p. Drawbar, 12 h.p., or 2,000 lbs. at 2¾ miles per hour. Perfect mechanical lubrication. Automatic steering—turns square corner to either right or left. Cooling—circulating pump, radiator and fan. Fuel capacity—Kerosene, 11 gals.; Gasoline, 2 gals. Numerous original and exclusive features in design. Absolutely has no competition. The ultimate type of light tractor—better to sell than to have for a competitor in your territory.

See our Tractor Display at the Industrial Bureau, Main Street, when visiting WINNIPEG during the BONSPIEL and WINTER CARNIVAL, Opening February 6th.

GET A "HAPPY FARMER" CONTRACT, BECAUSE—

These Tractors far exceed their Guaranty.
They excel in Quantity and Quality of Work.
They cost less than any other Tractor of anywhere near equal Power.
They are extremely simple, light and strong.
They carry a Good Profit for the Dealer.

Territory Going Fast--Better Write To-day

Canadian Representatives

J. D. ADSHEAD COMPANY LTD.

221 CURRY BLK. (OPPOSITE POST OFFICE) WINNIPEG, MAN.

Vehicle and Implement Woods

The average dealer in buggies, wagons and other vehicles may not be aware that there are no less than 49 specific varieties of wood being used in the vehicle industry. In the United States alone there are approximately 800 million feet of lumber used annually in the vehicle industry.

Oak and hickory constitute the main woods of the vehicle industry. These two woods furnish more than half of the total and there is more hickory used than oak. In fact hickory alone furnishes practically one-third of the total wood used in the vehicle industry. This is because it not only enters for stakes, body work, shafts and rims, but is very extensively used for spokes.

Even though hickory and oak constitute the main woods used, there is a lengthy list of woods you would imagine are never used. Some of these woods are black walnut, redwood, horn bean, hackberry, buckeye, cherry and eucalyptus. In addition to native woods, mahogany enters quite extensively into the vehicle industry of America, nearly half a million feet of it being used annually, while some other imported woods include Circassian walnut and rosewood, padouk, china tree, Spanish cedar and doncella. Some of these woods cost over $200 per thousand feet. These imported woods are usually to be found only in the making up of trim for fancy automobiles where they enter as veneer. Mahogany is used to some extent solid, but many fancy woods are used in veneer in the trim of automobiles.

The least expensive of all the list of woods used in vehicle industry is hackberry, while the most expensive is Circassian walnut, which runs up to nearly $300 per 1,000 feet. Hickory comes nearer the average price of all woods but it is a fairly expensive wood in some areas. The thing that brings the average hickory down is its comparative cheapness near the source of supply. An odd thing in this connection is that both poplar and ash are listed as costing more than hickory and the same is true of cottonwood, and birch. In fact, there are several native woods listed as costing more than hickory.

Considering Implement Woods

If we add to the vehicle requirements the woods used for the production of farm implements, we find that in the United States the composite requirements of vehicles and implements require roughly 1,060 million feet of material. This makes it the fourth largest wood consuming industry in America. To give some idea of the large variety of woods used, the following list gives the species most commonly used for the purpose indicated:

Box boards — yellow poplar, cottonwood, red gum, tupelo; box cleats — yellow poplar, cottonwood, rock elm; box beds—long leaf pine; birch oak; bed cleats—oak, rock elm; axles—hickory, maple; bolsters — oak, hickory; sand boards—oak, hickory; poles—oak; brake bars—oak, rock elm; reaches—oak; standards — oak, rock elm, hickory; hounds—oak, rock elm; spokes—oak; rims and felloes—oak, osage orange; hubs—white, red and willow oak, black and yellow birch; doubletrees—hickory, rock elm, oak; singletrees — hickory, rock elm; neckyokes—hickory, rock elm.

The hardwoods used in this industry are first air dried for about two years and then kiln-dried. This entails considerable loss, due to seasoning rough dimensions, planks and boards of the woods most generally used. In hickory, oak and pine, for instance, the percentage lost in seasoning is from 10 to 12 per cent, the average waste being about 10 per cent. This is an unavoidable waste and can only be reduced to a very small extent through the medium of humidity dry kilns which dry out the boards in a "wet" atmosphere.

There is also considerable loss of material in the manufacture of carriages, wagons, wheels, poles, shafts and gears. In manufacturing from rough stock, the following articles, a general average waste of from 15 to 20 per cent is met with: Axles, bent work, bolsters, carriage bodies, gears, hubs, poles, rims, seats, shafts, shaft crossbars, spokes, single and doubletrees, wagon bodies.

To this average waste of 15 to 20 per cent must be added the losses in seasoning, bringing the total losses in the industry to at least 25 per cent of the total timber requirements. Such, briefly explained, is a feature in the waste problem relating to the use of wood in the farm implement and vehicle industry.

The Question of Buying

While it is granted that the present is no time to over-buy, we must be sure that we know the stage of sufficiency in laying in stock. It is certainly no time for under-buying, for we must do a certain volume of business in order to take care of our expenses and make a fair profit. Granting that no manufacturer can tell when the advances in material costs are likely to cease, it is necessary that the dealer should canvass his territory so as to be able to estimate as nearly as possible what his requirements will be. He must order goods not only to take care of those prospective needs, but a reasonable amount more to protect himself against loss which may be occasioned by delay in getting shipment. It must be remembered that it is a physical impossibility for any manufacturer to supply his trade as promptly and regularly as he did in normal years before the war.

TO OUR IMPLEMENT FRIENDS

RIGHT PRICE GOOD GOODS
PROMPT DELIVERY
are Prime Factors in Securing Profitable Business during 1917

We Ensure You Quality and Price Delivery Depends upon You
To Ensure Delivery You must Order Early
Benefit by Your 1916 Experience
DON'T DELAY ORDER NOW

SOME PROFIT MAKERS:
Ironed and Painted Buggy Poles and Shafts
Painted Wagon and Carriage Doubletree Sets
Painted and Ironed Wagon Reaches Finished and Painted Wagon Tongues
Painted Wagon End Gates "Crescent" Fitted Duplicate Plow Shares
Sandoval Coulters—Harrow Discs—Binder and Mower Parts
ASK FOR CATALOGUE NO. 4 AND PRICES

The Best Place D. Ackland & Son, Limited The Best Goods
Calgary Edmonton
TRADE D&S LTD MARK
65-68 Higgins Ave. Winnipeg

Haulage and the Tractor

In considering the tractor, the majority of us are too prone to talk about the tractor only in relation to plowing. We harp on plowing more than any other job that the tractor is adapted to, forgetting that the ordinary quarter-section farmer only has around 20 to 30 days plowing for a 4-horse team and a two-furrow plow in any one season.

Such a farmer has haying, harvesting, hauling, threshing, hauling his crop; hauling hogs, hauling sand and lumber for silo and barn construction, and hauling all sorts of supplies. In fact, hauling is one of the biggest jobs the farm tractor tackles.

The average farmer in most districts keeps two teams shod most of the year, because they are so much on the road. It's not only in team power that hauling is one of the big jobs. It takes drivers and extra help to handle the teams. That's why we say that the tractor, if it is to do what we claim it is going to do for the small farmer, must make his work easier, his hours shorter, his horse feed-bill lighter and make it unnecessary for him to keep so many hands and teams. If it is to do all this the tractor must handle the hauling proposition quickly, easily and with satisfaction, over ordinary country roads.

No Apology Necessary

Measured by the value of what the farmer has to sell, the implement dealer is selling him implements at a much lower price than he ever had to pay. Would you, as a dealer, not be glad to sell your customer any machine in your stock and have him pay you the same number of bushels of wheat, potatoes, oats or flax, or any other farm products, that he would have had to pay for the same implement in any previous year since you have been in the trade?

What has your average price increase been since the time when your customer could get less than one-half what he now gets for his wheat, cattle and hogs? Just another thought: Would you not be glad to have your share of what the upbuilding of your town, in the building of which you have done your part, has added to the value of the then valueless parcel of land that only a few years ago the government bet your customer he could not live on for three years, and lost? While you have been apologizing for the fact that you must ask the customer a little more for that plow or drill, has he been tied in a bow knot of pain because he had to ask you 40 cents for a pound of butter or the same for a dozen eggs.

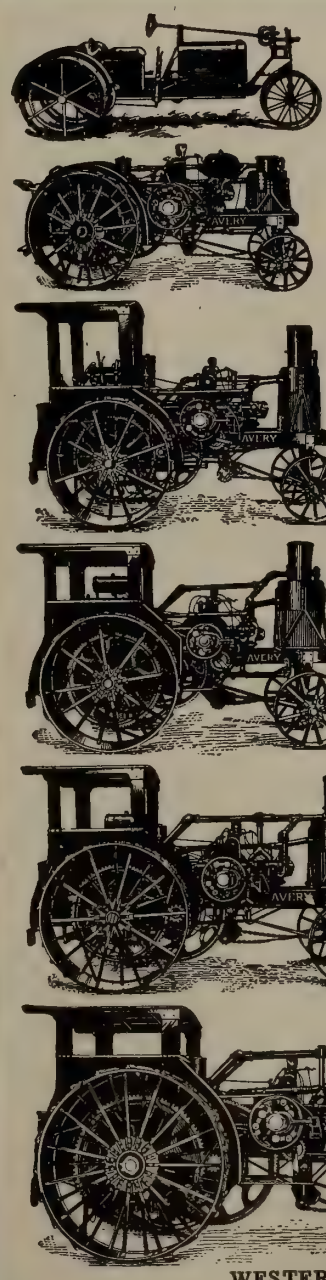
What farmer, in your experience, has refused $1.85 for a bushel of wheat because he did not think it worth the money? Is there more reason why your customer should get the market price for what he sells than that he should pay you the market price for what he buys? When you get the answer to these questions straight in your mind, won't you quit offering any apology for getting a few dollars more than your father did for a sulky plow?

Modern Farm Machinery Valuable

The constant improvements in plows, tillage implements, farm engines and tractors, and all other farm implements and their excellent and reliable qualities prove that farm machinery manufacturers have co-operated heartily with the merchants and farmers in developing the agricultural interests. It has required incessant labor, zeal and enterprise, coupled with long experience and abundant capital and resources, to produce labor-saving farm machinery. Manufacturers and dealers strive to furnish and distribute them to the farmers at close margins. There are no lines of goods used by farmers that give such full measures of real, intrinsic value and that give better returns to the user than modern farm implements and current prices, despite high material costs, are made possible only by large quantity production.

Engine Salesmen Wanted

We have openings for exceptional positions for gasoline engine salesmen qualified to get orders signed in the Western Canadian territory. State experience and salary wanted. Address L. M., care of "Canadian Farm Implements."



"The BEST SELLER"

A North Dakota dealer was recently asked why he chose the Avery Line of Power Farming Machinery, to which he replied:

"I find the Avery Line the best seller because:
Every Avery owner is a good booster.

Every farmer who has his work done by an Avery Outfit speaks well of it.

The Avery Thresher is a money-maker for the thresherman and will take out the grain for the farmer better than any other machine on the market.

The Avery Tractor, in my estimation, is the strongest, simplest and easiest operated tractor on the market."

Opportunity is Now Knocking at the Door of the Progressive Dealer

Avery representatives are now writing up the Sales and Commission Contracts covering the sale of this profit-making line of Avery Machinery for 1917.

A splendid opportunity is presented to progressive dealers. The amount of Avery Machinery that will be sold during the coming season will be bigger than ever. Are you the dealer who will handle the Avery line in your territory?

The reputation which the Avery Tractor has earned by hard, honest toil out in the fields in the hands of thousands of farmers, is causing dealers to order daily carloads of Avery Tractors for immediate and early Spring delivery.

We will be glad to explain the Avery Contract to those interested. Address

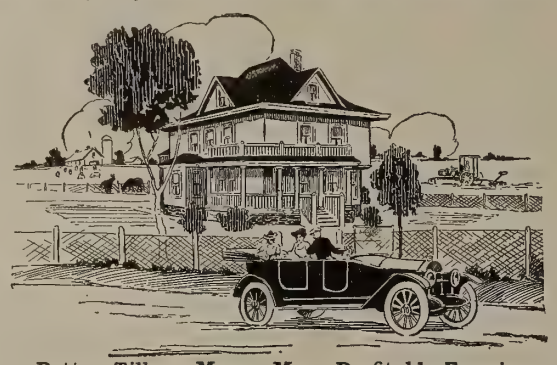
WESTERN CANADIAN DISTRIBUTORS:

CANADIAN AVERY CO., LIMITED WINNIPEG and REGINA

AVERY

Selling the Farmer All-Round Tillage Tools

Agricultural experts agree that "better tillage" is only another way of saying "better farming." Agricultural experiment stations and the farm press have helped to spread this gospel of intensive cultivation, which in so many areas has led to increased profits from the same acreage. As a result, a steady demand exists for the right kind of tillage tools, those with all-round utility, which, properly manipulated, will perform practically all the operations of soil preparation for the seed bed.



Better Tillage Means More Profitable Farming

Among good tillage implements, the "Acme" pulverizing harrow stands out prominently. This harrow, manufactured by Duane Nash, Inc., Millington, N.J., is a general purpose tool that, it is claimed, cuts, crushes, turns, smoothes and levels in one operation. This harrow not only pulverizes the surface, but cuts through the under soil, cutting and slicing trash or stubble that has been plowed under, leaving this beneath the surface for fertilizing purposes. It packs the subsoil and leaves the top soil finely mulched, thus conserving moisture in an ideal manner.

The manufacturers of this harrow state that many dealers in every section of the United States have found the "Acme" harrow a fast selling and profitable line. The introduction of one of these harrows in a section is usually followed by a demand for more by farmers who see the fine work it does. On the market for many years, and tested all over America, these harrows have been found to stand up to the work in a way that builds the prestige of the dealers who handle them. Any of the western branches of the John Deere Plow Co. will supply full information concerning this established line of goods.

Twine Probabilities in 1917

The Mexican organization which controls the supply of sisal fibre from Yucatan are evidently going to see to it that the already high cost of harvesting is going to be made still higher in the coming year. Recently the sisal trust raised the price of fibre from 10⅜ cents to 11½ cents per lb. Some time ago this trust announced that it would base its price on sisal fibre on the market prices of manila fibre. It, however, did not back up its announcement, as when manila dropped in price sisal remained as before.

A contemporary points out that when the trust obtained control of the fibre supply, sisal was selling at 5½ cents per lb. No fibre for the 1917 twine supply has been sold to twine manufacturers at less than 10⅜ cents, an advance of practically 100 per cent. A further advance is predicted, the figure of 12 cents being quoted. That the situation is serious can be best understood when it is considered that the large part of the fibre necessary for the 1917 twine production is still to be purchased. Until this advance was made indications in the United States were that twine would be 3 to 3½ cents higher next season than it was for the harvest of 1916. If 12 cents is to be exacted for the remainder of next season's supply, the advance will be materially larger.

One gentleman who is an expert on the matter, recently stated to a United States organization that it would not be in the least improbable that a retail price of 17 cents on twine would be required to give dealers in that country a profit on their twine business in 1917. At all events, it is plain that 15 cent twine is in sight.

It is calculated that the farmers of the United States alone will have to pay from fifteen to sixteen million dollars more for the 1917 twine than they paid in 1915, that was before the sisal trust got control of the market. It is evident that the farmers in the States have not yet awaked to the fact that they will have to raise a strenuous effort to deal with the situation. It would seem to be good policy for the West Canadian trade to begin at once to tell their customers that it is extremely probable that they will have to pay far more for their twine this year than last. By warning them anent the situation, dealers will save future trouble and will head off the usual accusation that the prices of twine are "fixed" by grasping capitalists. As we are well aware, the twine manufacturer is as helpless as the dealer in fighting this price situation, just so long as the United States government allows this Mexican organization to charge for fibre what they like.

Lighting the Farm

For years the people dwelling on farms have been forced to put up with inferior lighting systems largely because of the expense entailed in procuring other and better means of lighting. But as the production cost of gas engines and generators has been lowered, the price of the farm lighting plant has been reduced, until today the price of individual electric lighting installations is within the reach of a great many farmers. In the barns, loft and outhouse the value of electric light to the farmer is obvious. An elimination of fire risk through carrying lanterns and a better, brighter and more convenient light are made possible.

The comfort and convenience from the electric lighting plant for farms and country homes has scarcely any limit. There is no danger either from burning oil or kerosene, or kerosene lamp explosion, no dirty lamps and lanterns to fill and clean, and by the means of an electric lighting plant the country resident enjoys with his city neighbor the electric flat iron, the electric vacuum cleaner, electric toasters and other cooking appliances, and all the other comforts which electricity affords the city dweller.

New Tractor Concern

The Canadian Tractor Company proposes the erection of a factory on Ontario Street, Whitby, Ont., at an approximate cost of $60,000. G. R. Creelman, Fenton, Mich., is prominent in the new concern.

TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF **$500** OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

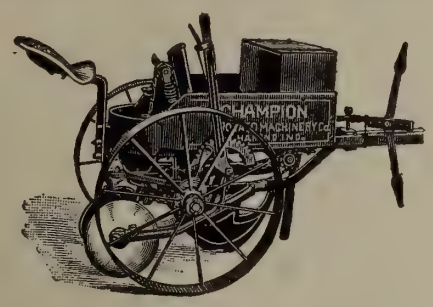
For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

NOW IS THE TIME

For You to Secure the Agency for the

OK Canadian Automatic Potato Planter No. 22



THE increased market for the Western potato will naturally cause the farmer to plant larger acreages and on account of the scarcity of help he will have to look for a good potato planter with which to plant his crop.

The O K Canadian Planter No. 22 is entirely automatic; requires but one man to operate it. It opens the trench, drops the seed, covers it and marks for the next row all in one operation. One lever raises and lowers the shoe and discs and puts the machine in and out of gear. Being very simple, it has but few wearing parts. It is made of malleable and steel, making it strong and durable. Just the machine for your trade.

Write to-day for our 1917 *contract and full particulars.*

Canadian Potato Machinery Co. Ltd.

GALT, ONTARIO

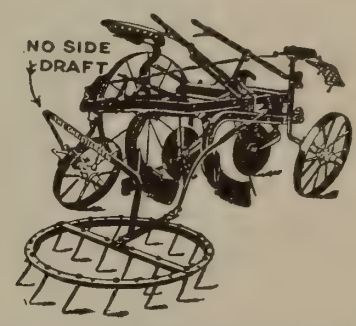
A LINE THAT WILL MAKE MONEY FOR YOU

"Christiansen" Harrow and Packer Plow Attachments

The Christiansen Boss Wood Harrow 26 Feet—150 Teeth

EVERY ATTACHMENT FULLY GUARANTEED

Farmers know the always-lubricated dust-proof axle in Christiansen Packers. They won't use dry-axle packers. Our packers are made for 2, 3, and 4 horses in three sections; interchangeable surface or sub-surface wheels. Weight 200 lbs.



For seven years Christiansen Harrow attachments have held the lead. Over 12,000 of them have been sold—and they stay sold and sell others. Patent hitch, no side draft. Write us for full particulars. You can sell them in your territory. Weight 50 lbs.

WRITE US FOR OUR AGENCY PROPOSITION

We Manufacture: Straw Spreaders, Dreadnaught Engines, Gilson Threshers, Portable Grain Elevators, Feed Grinders, Saw Mandrels, Feed Cookers, Pump Governors, Tank Heaters, Road Drags, Manitoba Universal Farm Tractors, Pump Jacks, Stayput Granaries, Hay Sweeps, Land Rollers.

THE WESTERN STEEL & IRON CO., LTD.

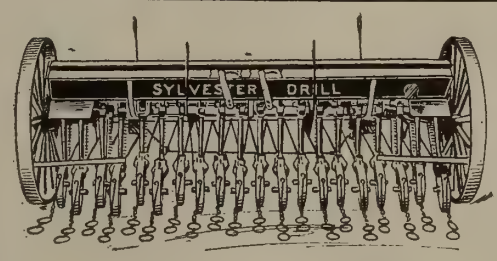
Implement Manufacturers

WINNIPEG MANITOBA

Sell "SYLVESTER" Drills this Spring

DOUBLE AND SINGLE DISC OR SHOE

Sizes—14, 16, 18, 20 and 22 discs. 14 and 16 sizes geared from one end; 18, 20 and 22 sizes geared from both ends. Equipped with grass seed box when ordered. Double disc drills have rubber tubes; single disc drills steel ribbon tubes.



Rear View "Sylvester" 20 Double Disc Drill

Different from any Other Drill

Sylvester drills deliver the grain in FRONT of the axle, and on the downward turn of disc. This ensures even distribution of seed and uniform depth, also perfect covering.

"Sylvester" Drills are Fully Guaranteed to Give Satisfaction in any Soil

"Sylvester" Drills, single disc, double disc and shoe, are made especially for West Canadian conditions. There's not a cheap feature in them; best materials throughout. They bear comparison with any drill made, but for evenness of sowing and perfect adjustment you can't find their equal. Scrapers outside and inside give perfectly clean discs. Each disc independent—rises over any obstruction. Dust and dirt proof, lubricated bearings throughout. The "Sylvester" can't sag; a heavy angle steel frame, trussed and braced, gives perfect rigidity.

Extra strong wheels, equipped with scrapers; wide range of adjustment for pressure; special tilting device for regulating depth; very large grain box capacity; strong foot boards, accurate indicators—these are only a few "Sylvester" features. A hard and fast guarantee goes with every drill sold. We know what they can do—and stand behind them. Let us tell you why you should sell the "Sylvester" drill this spring.

WRITE TO-DAY FOR FULL PARTICULARS OF THESE PERFECT SEEDERS

TUDHOPE-ANDERSON CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

The Raw Material Situation in the Implement Industry

The war is primarily responsible or at least has added an enormous demand for practically every necessity produced in America, with a consequent increase in price. This great foreign demand, together with a shortage of farm products, has brought about the greatest increase in the cost of living ever known, and while the war may be chiefly blamed, the real situation is controlled by the inexorable law of supply and demand. On this basis, and on the demand for practically everything by the warring nations, William Deering Steward based his arguments anent the steel situation in an address to the Iowa Implement Dealers' Convention.

The steel manufacturer does not deny that he is making a good profit, but he points to the fact that his apparent earnings are by no means the whole story. He is making large capital expenditures to increase his output and meet the excessive demand for his product. These expenditures take a heavy percentage of his total earnings and the steel man also points to the increased cost of labor and raw materials, to say nothing of the increased cost of transportation.

Steel Production Expensive

In the production of steel, ore, coke, limestone, alloys and labor are used and there can be no question but that most of these materials have made tremendous advances. Pig iron is the basis of steel and to produce a ton of pig iron it requires two tons of ore, a ton of coke and half a ton of limestone. Ferro manganese, one of the most important alloys in steel making, has advanced more than 300 per cent in the past two years and possibly the steel manufacturer is not so much to blame as some would like to make it appear.

Without in any way defending the steel manufacturer, the speaker quoted the parallel that we do not blame the farmer for the increase in the price of wheat. Briefly then, he went over the enormous wastage of steel in modern warfare, a point which we have commented upon at various times. That the U.S. was now producing more than 54 per cent of the world's entire output of steel was a statement made. In addition to war demands, the railroads of America are endeavoring to obtain supplies of every sort, and after holding off because of high cost, the railroad interests are now in the market with an enormous demand. Railroad needs in November amounted to 1,850,000 tons, and in 1916 over five million tons of rails was bought, the heaviest purchasing in the entire annals of the steel industry. The fact that the railroads are now in the market and paying present prices and placing orders for deliveries extending into 1918, is pretty strong evidence that in the coming year, at least, there will be no reduction in the cost of steel and steel products.

Prices Will Go Higher

Car shortage in the United States is very pronounced and the price of freight cars, it is stated, has advanced nearly 100 per cent, advancing the production cost of one car by $600. The demand of steel for shipbuilding has also been the greatest in history. Trade publications connected with the steel industry point out that despite the ever-increasing prices of steel and iron, there is nothing but a continuous and overwhelming demand, at whatever prices are. Consequently the problem facing the manufacturers of farm implements is not so much that of the prices they will have to pay for raw materials, as that they may be actually unable to get the raw material for their output at any price and in time for their needs.

It is evident on every hand that the steel prices of to-day will seem moderate compared to the prices the farm machinery manufacturer will have to pay in the future. "From the manufacturer's standpoint," said the speaker, "I am willing to assure you that goods will cost you very much more, for the manufacturer has not yet increased his price to the dealer to cover the additional cost of production."

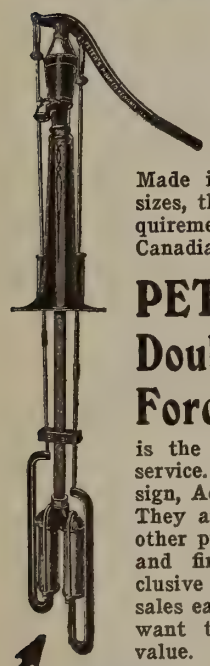
During the past two years the increased cost on the eight principal raw materials entering into the construction of agricultural implements has ranged from 62 per cent to 180 per cent. Pig iron, a very important raw material, has increased 85 per cent; steel bars, plate, etc., 115 per cent, and so on. The dealer has a distinct advantage over the manufacturer in meeting this increase in cost, for while he is as anxious to avoid a loss as the dealer, he cannot at once advance the price on his goods to meet his additional cost, but is pricing his goods and basing their cost upon the cost of raw material at the time purchased. In other words, manufacturers are using steel in their implements and figuring their costs on prices now obsolete. If the price in their steel contract was $1.60, they are basing their costs on that figure and not at $3.00 or more, the present quotations.

Uncertain Deliveries

Furthermore, in considering the cost of his raw material the implement manufacturer is not at all certain that his contract price will cover the cost, for while he may have a contract with a definite price and bases his cost on that, he does not know whether it will be in his plant in time for his needs or not. If it is not, he must go into the market and fill out his requirements with material costing sometimes 100 per cent more than the price fixed by his contract, upon which he has based his cost.

In many cases the manufac-

PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

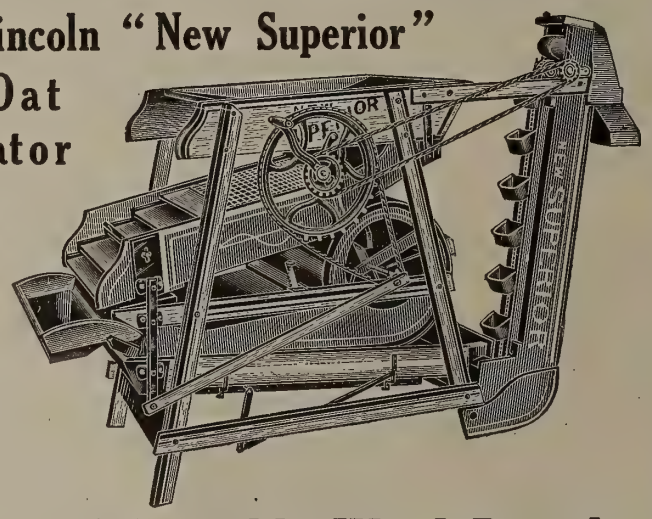
Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

KING OF WILD OAT SEPARATORS

The Lincoln "New Superior" Wild Oat Separator



With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

turer considers himself lucky if he can get the steel he wants, and at the time he wants it, at any price, for deliveries to-day are extremely uncertain and unsatisfactory. Under these conditions the dealer should be reasonable when orders are not filled promptly, or if a shipment is short something he may have required.

Naturally the implement business, in our eyes, seems the biggest in the universe! To the steel producer it does not loom so large, for the implement industries of the United States consume only 5 per cent of the total steel output of that country.

It was the opinion of Mr. Steward that, as regards the steel situation, no relief can be hoped for, as even in the contingency of war ceasing, the enormous foreign demand for steel and steel products will continue for some time, so much rebuilding work will be necessary and so much new work which has been temporarily laid aside both at home and abroad.

The Dealer's Duty

If the customer does not understand the reason of the advancing prices for farm equipment, it is the duty of the dealer not to apologize or equivocate, but to clearly state why the increased prices are necessary. The manufacturer feels in duty bound to consider the dealer and his trade, but the interests who supply him with raw material know that if the machinery manufacturer does not buy, somebody else will. In the manufacturer's case it is different. If the dealer does not buy, and his customer does not buy, it will be useless for the manufacturer to produce the goods. The community of interests between manufacturer, dealer and farmer prohibits, so far as the manufacturer is concerned, any unfair increase of prices. The manufacturer knows full well that this would work an injustice upon the only outlet he has for his goods. Would it, then, be to his advantage to put upon them any unnecessary price?

Increase in cost may mean a slight check in the volume of the dealer's business, but the reasons for the advance in prices are so fair that the customer must understand if the dealer states the case clearly. The prosperous condition of the farmer makes it absurd to think that a decrease in business can come to the dealer for any length of time, for, like every other business man, the farmer must put back in his business a proper proportion of his profits. In this the investment in farm implements is a leading factor.

In closing, the speaker said that at no time was it more important than now for the readjustment of the terms and methods upon which we do business. In his opinion, now is the golden opportunity to put the implement business upon a sound basis, and if radical action should be taken now is the time to take it while everything is upset, trade traditions forgotten, prices frequently changed and all of us at sea as to the future. While some changes have been made in terms and methods, more could be made. The policy of the last few years should be still urged, a shortening of terms and a general cleaning out of old habits which have worked a hardship upon those engaged in the implement industry in all its phases.

The Size of the Engine

For the farm, the best way to ascertain the size of engine best suited to the customers' needs is to find out from him what is the heaviest piece of machinery he wants to operate. Be it a pump, wood saw, feed grinder or elevator, find out exactly what he considers using the engine for. Then point out that an excess of power above the maximum power requirements is necessary, and that an engine without surplus power requirements is not an economical investment.

The engine should have horsepower sufficient to drive the heaviest load it is being purchased for when running under normal conditions. If it more than saves the extra cost of hand labor, it will be doing its duty and will prove a profitable investment for the farmer.

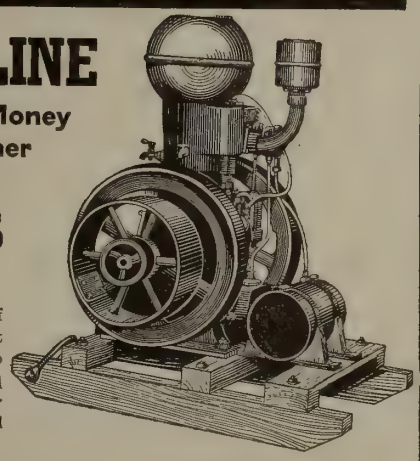
Slaves to Custom

One good automobile probably costs as much as all the farm machinery on a one hundred and sixty acre farm and yet the farmer pays cash for the auto but insists on long time credit on his farm machinery. Why? Simply because he can. In dealing with the automobile man, the farmer is involved in new up-to-date business; with implement manufacturers and distributors, he is treating with slaves—slaves to an ancient system.

Keep an up-to-date prospect file.

THE LISTER LINE

Will Make you more Real Money this year than any other line you can handle



LISTER ENGINES

2, 3, 5, 7 and 9 H.P.

British built, and to the British standard of durability. The best materials and best workmanship. High tension ignition—no batteries. Automatic lubrication. Economical to run. Shipped complete with skids. Lister engines are what the farmer wants. Sell them next year.

LISTER GRINDERS

We guarantee Lister Grinders to grind more feed on the same power than any grinder of the same size on the market. Great capacity, easy running, never clogs. Handle all feeds with equal success. Strong reversible plates with worm force feed. Equipped with bagger attachment when ordered. Sold with or without base. Get our prices on them.

Is there a Lister Agent in your Territory? If not, get our Proposition, NOW.

OUR LINE INCLUDES:
Lister and "Canuck" Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, Power Pumping Outfits, etc.

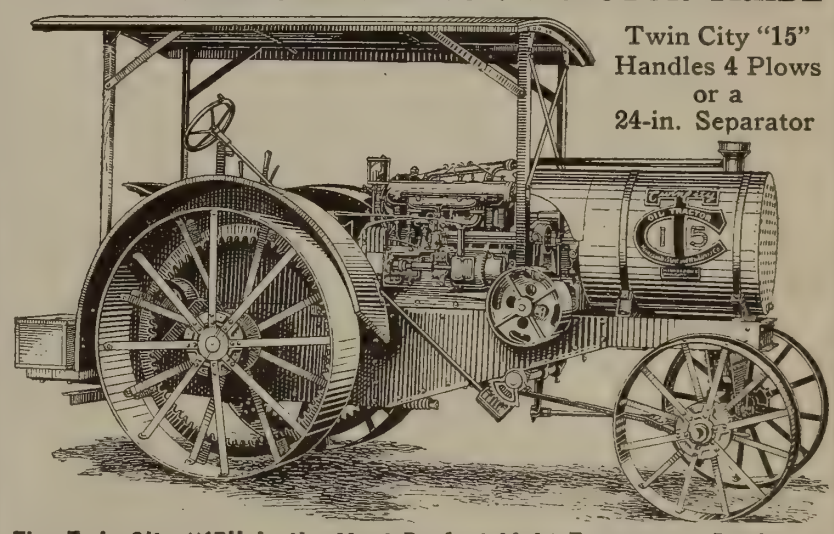
R. A. LISTER & CO., LIMITED

WINNIPEG, MANITOBA

TORONTO, ONT. QUEBEC, QUE. ST. JOHN, N.B.

TWIN CITY TRACTORS

GIVE YOU A COMPLETE LINE, AND THE BEST AGENCY OFFER IN THE 1917 TRACTOR TRADE



Twin City "15"
Handles 4 Plows
or a
24-in. Separator

The Twin City "15" is the Most Perfect Light Tractor yet Produced

Are you going to get into the Tractor business right?

Are you going to get the Tractor that has stood the tests of service during all the years of development?

Are you going to sell a complete line, backed by a company that builds quality and experience into every machine? All sizes burn kerosene, distillate and gasoline.

Built in Four Sizes:
Twin City "60"
Twin City "40"
Twin City "25"
Twin City "15"

LOOK INTO OUR OFFER—IT IS SOMETHING WORTH WHILE. DO IT NOW!

Minneapolis Steel & Machinery Co. of Canada, Limited

923 LOGAN AVENUE WEST WINNIPEG

Growing Henequen in Cuba

Considerable advancement is being made in the growing of henequen for sisal fibre in Cuba. The soil in many parts is especially adapted to this plant, and for a number of years a considerable quantity has been grown near Matanzas. The rainfall is more abundant than in Mexico, so the plants make much faster growth. It would, however, take several years for the development of this plant in Cuba to meet the fibre demand so as to eliminate the stranglehold the sisal monopolists have on the twine industry of America.

Farm Machinery in Siberia

In the plains of western Siberia, and the foothills of the Altai mountains there are very fertile lands capable of supporting eight million people, exclusive of the urban population. Most settlers take up land on the communal basis; the peasant obtains the use of the land free for the first five years, and thereafter in return for taxes. Each male in a family is allotted 22 to 40 acres. The government has established depots for the sale on easy terms of farm implements and machinery. Since small holdings are the rule in Siberia, no immediate market can be expected for the more expensive types of farm machinery.

A large proportion of the less complicated machinery and implements sold in Siberia is manufactured in Russia by factories started by British and German concerns. These factories produce plows, broadcast seeders, seed drills, harrows, cultivators, mowers, reapers and small threshing machines. For complicated machinery Siberia depends largely on imports. A large American concern has a factory near Moscow, but continues to import the more complicated machines from the United States. A great deal of harvesting machinery is also shipped from Eastern Canada, and a good reputation has been gained for Canadian products. Power threshing outfits formerly were imported from Great Britain and Germany. Sweden still does an extensive trade with Siberia in dairy equipment, particularly cream separators.

Price Maintenance

It is strange to think that it may require ten years to produce and advertise an article, to build up a demand for it, to establish for it a fixed price, then that in a moment a man can cut that price, a man who has no experience and who knows absolutely nothing about the higher and better methods of selling goods.

The truth is, price cutting tends toward dissolution, disintegration, dissatisfaction, dissatisfied customers—and you know the prefix "dis" means disease, and these things just mentioned are all forms of disease. In other words, price cutting brings about a diseased condition of business.

The retailer who doubts the truth of these statements should for one week try to do business in a town where a price-cutting war is in progress. Such a town affords a valuable object lesson in what a man should **not** do when carrying on a retail business.

Happy Farmer Salesmen Meet

The annual meeting of the sales organization of the Happy Farmer Tractor Company and Happy Farmer distributors was held in La Crosse, Wis., on December 16. The factory was visited, and a detailed lecture given on the construction of "Happy Farmer" tractors to the salesmen and distributors. In the evening a banquet was held in a local hotel.

An Important Feature

Beware of crooked partners and crooked clerks. Many an honest merchant has been ruined by his partner or business associates. The crooked partner or manager will mulct the business as much as it will stand or until he is discovered, then he will leave the proprietor to settle with the creditors.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

M. S., Sask.—Repairs for the "Enicar" power lift plow can be obtained from the J. I. Case Plow Works, Racine, Wis.

W. J., Man.—Galvanized water troughs for stock can be procured from the Winnipeg Ceiling & Roofing Co., Winnipeg, Man.

Thresherman, Sask.—Small threshing outfits for individual farmers are made in Canada by the following: Cushman Motor Works of Canada, Winnipeg; Canadian Fairbanks-Morse Co., Winnipeg; R. A. Lister Co., Winnipeg; Goold, Shapley & Muir Co., Winnipeg; A. Stanley Jones, North Battleford; Macdonald Thresher Co., Stratford, Ont.; Waterloo Mfg. Co., Portage la Prairie.

McN. & R., Sask.—The lower half of a box for the Economy disk harrow? This harrow is made by the Moline Plow Co., Moline, Ill. Repairs can be obtained from the John Watson Mfg. Co., Winnipeg.

J. McA., Man.—The X-Ray sulky plow was made by the D. Bradley Mfg. Co., Bradley, Ill. This line is now owned by a Chicago mail order concern.

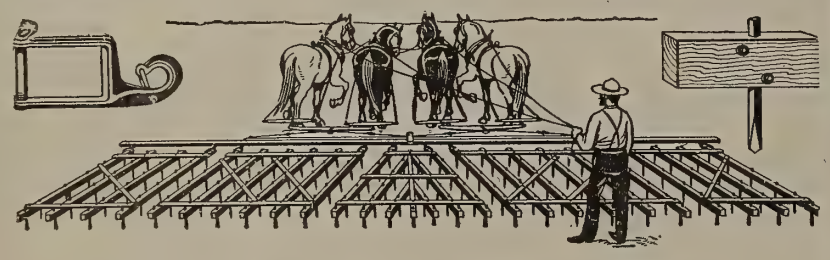
N. O., Sask.—A regulator spring for 10-foot Baker direct-stroke windmill can be procured from the manufacturers, the Heller-Aller Co., Windsor, Ont.

J. C. & Son, Alta.—Rolling coulter No. 9217 is used on the New Deere sulky plow. Write the nearest Deere branch house.

R. McR., Man.—A new rake for a Great Western manure spreader can be had from the manufacturers, the Rock Island Plow Co., Rock Island, Ill.

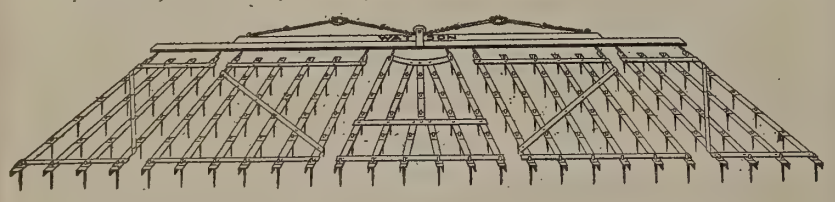
P. L. R., Sask.—Do you mean the Twentieth Century shaft? For that and 5-horse eveners, communicate with D. Ackland & Son, Ltd., Winnipeg.

Get ALL the Harrow Trade
Handle WATSON'S Harrows



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers. Sizes—78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet.



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THE WATSON LINE OF QUALITY GOODS:

1½ H.P. Engines	Wood and Pole Saws	Farm and Bush Sleighs
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Hand and Power Washing Machines

For 1917—Stock "Viking" Cream Separators

We Carry Repairs for Moline Implements and Janesville Plows

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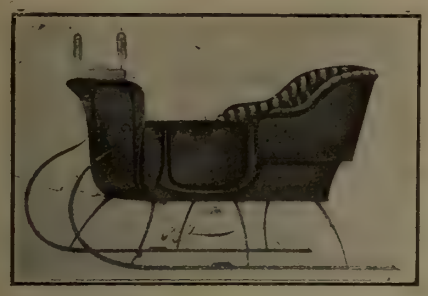

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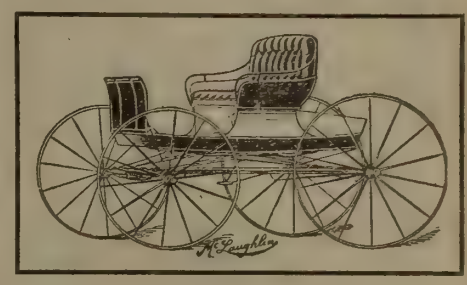
Carriages and Sleighs
BROCKVILLE, CANADA

is the name of the town on the name plate



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The Canada Carriage Company, Limited, are producing "McLaughlin" Carriages and Sleighs with the same excellence of manufacture and material that has made this line famous in the past, ensuring high-grade goods which are productive of the largest sales with the better trade, resulting from the unequalled reputation they enjoy from Coast to Coast.

Make our Headquarters Yours when visiting WINNIPEG'S ANNUAL BONSPIEL and WINTER CARNIVAL. We will be glad to see you and show our line of Quality Vehicles and present you with a copy of our latest Catalogue.

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Sell the Real Kerosene Tractors

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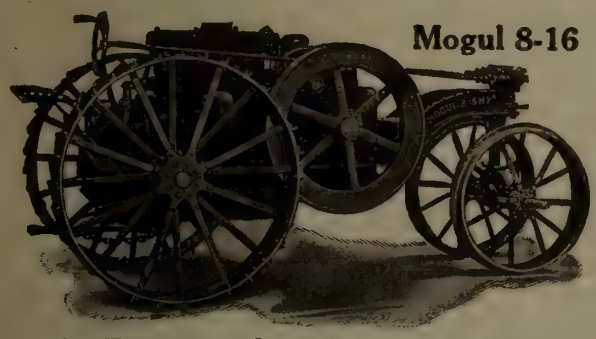

MOGUL or TITAN—*NOW*

JUST now the farmers are in a tractor-buying mood. The trials of the past year's work with horses are fresh in their minds. Two big factors are at work that will result in many tractor sales by dealers:

1. Farmers have come to see that a handy tractor is better than horses for the killing work of harvest, haying, plowing, etc.

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Titan 10-20

DEALERS!—This is the proper time to sell **MOGUL or TITAN KEROSENE TRACTORS**—now that everything has combined to put your customers in the tractor-buying mood. Write to the nearest branch house and get a contract now.

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By Selling Cars that are Built Right —Stay Right—Sell Easily—and Satisfy the most Discriminating Purchaser

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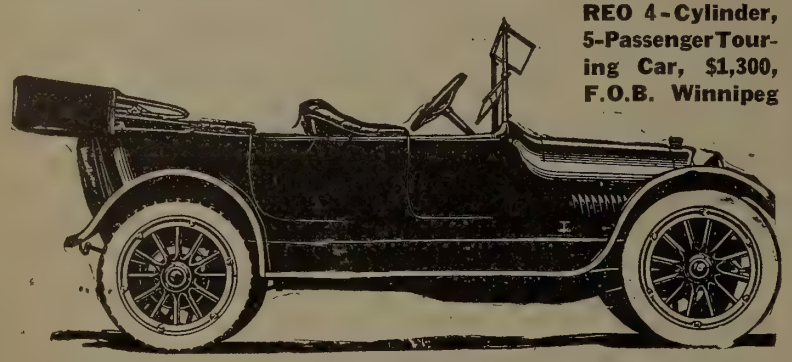

REO 4-Cylinder, 5-Passenger Touring Car, $1,300, F.O.B. Winnipeg

We believe that these three cars, in their respective classes, are the three best cars in Canada. We tested them to the limit; we found them BEST. These cars bring prestige and profits to the Dealer selling them.

WE HAVE SOME GOOD TERRITORY STILL OPEN. IF YOU ARE NOT LINED UP FOR THE COMING SEASON, WRITE AT ONCE.

Joseph Maw & Co., Limited

Factory Representatives

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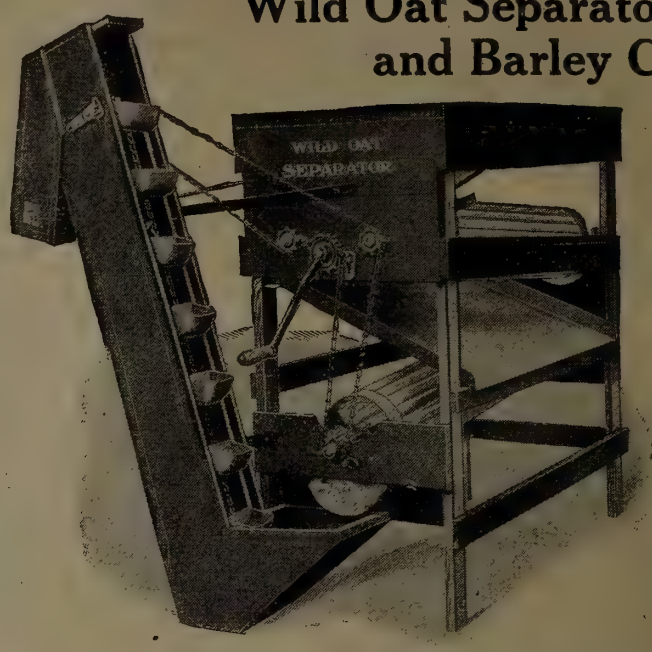
No Machine Equals the BULL DOG Wild Oat Separator and Barley Cleaner



Made to Separate WILD OATS from Barley and Tame Oats and DOES IT

In 3 and 6 Roll Sizes: Capacities up to 40 Bushels per Hour

Grain passes down revolving corrugated rolls, tumbling on end and allowing the wild oats (thin berries) to go through perforations. Large, plump barley kernels are kept. Grades tame oats perfectly. Power attachments and baggers if desired. Stock the Bull Dog line this year. It means big sales and good profits.

Distributor for Southern Alberta, R. W. DOW, Box 1406, Calgary.

Specialists in Grain Cleaning and Grading Machinery

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Off Logan Ave. on Quelch Street Winnipeg, Man.

Your Customers are Looking for the "S.V."

SELL VESSOT GRINDERS

THE highest of all compliments is being paid to **VESSOT** grinding plates—imitations are being offered for sale. To protect our customers and yours, we have arranged to mark every genuine Vessot grinding plate with the raised letters, "**S.V.**" showing plainly in the face of the plate, near the center.

Your customers are looking for the "**S.V.**" If it's there, they know they are buying a plate guaranteed as fully as the grinder is guaranteed. They know we can stand behind the performance of Vessot grinders when genuine Vessot plates are used.

Another point—even the genuine Vessot plate will do better work and give better service when driven by the steady power of a Mogul engine. If it should happen that you are not fully informed on the advantages of the Vessot feed grinder, with its two sieve spout and grinding plates so good they are imitated, and with the kerosene-burning feature of the **MOGUL** engine, write to us at the nearest branch house. Sell the **VESSOT** and sell the **MOGUL**. It will pay you.

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CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 2 WINNIPEG, CANADA, FEBRUARY, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

Head Office: Winnipeg

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Established 1865

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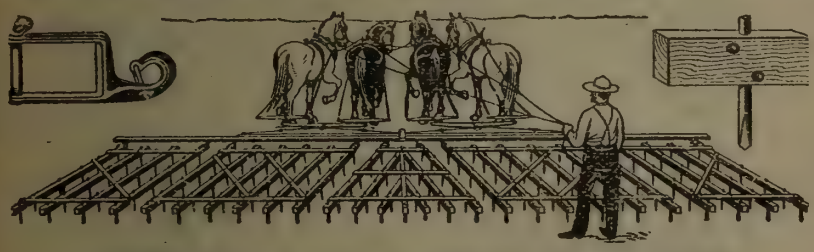
Make Satisfied Customers and Repeat Orders



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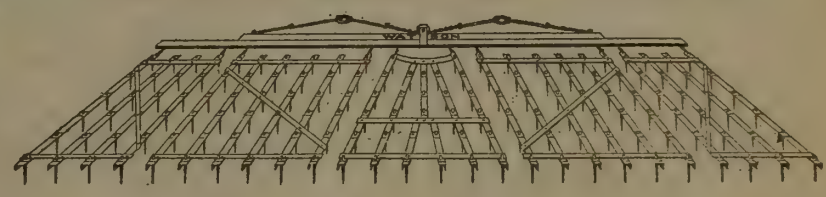
WE CARRY REPAIRS FOR ALL MOLINE IMPLEMENTS



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Control the Harrow Trade in your territory this year by selling these Harrows

John Watson Mfg. Co. LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

Sell Dominion Sewing Machines

For Bigger Business

Repairs and Accessories for all makes of Sewing Machines

Our 1917 Proposition

is the best Agency offer on a sewing machine that the dealer can get. Your lady customers will never buy a better machine than the DOMINION, at whatever price.

Send NOW for large FREE Catalogue, showing machines in natural colors. Sales are easily closed by using it.

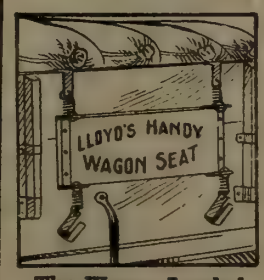
ARE WE REPRESENTED IN YOUR TOWN? IF NOT, WRITE AT ONCE.

PAY US A VISIT DURING BONSPIEL AND SEE THESE MACHINES

The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG

YOU CANNOT SIT ON OR SELL A BETTER WAGON SEAT



The Wagon Loaded

FOR 1917 HANDLE

LLOYDS Low-Down Spiral Spring Wagon Seats

(CARRY 600 LBS.)

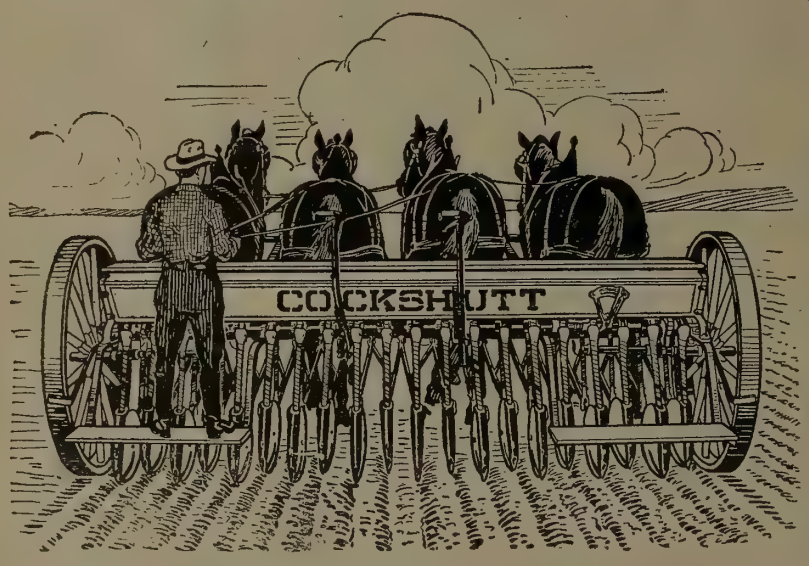
Going Home

Every owner of a wagon or sleigh is a prospect. Lloyd's seats fit any wagon or sleigh box made. Take up no box space. Strong spiral springs, specially tempered, give an easy riding motion. Set low in wagon box. Our seats give protection from wind and full control over team. Get a dozen in your ware room now and watch them sell. Full stocks on hand. Write for dealers' prices.

Wawanesa Wagon Seat Company

WAWANESA, MANITOBA.

SHOW
Cockshutt Implements
IN YOUR WAREHOUSE AND BRING BRISK BUSINESS



The Light Draft Seed Drill

THESE Cockshutt Drills have such a substantial, well-finished appearance that they continually invite inspection. They will give your customers absolute satisfaction and bring them back for other lines of Cockshutt Implements.

The strong Steel Frame carries the grain box and it is held rigid by an I beam extending from end to end. This substantial frame keeps the seed runs always in perfect alignment.

These Drills will sow all kinds of grain evenly without bunching or damaging a single kernel. The Single Disc Shoes, Double Disc Shoes or Drag Shoes are interchangeable on the same frame, so give a customer whatever type of furrow opener he may desire.

Properly located and carefully fitted Scrapers keep the discs clean in sticky lands and if not wanted they can be moved aside from the blades. Steel ribbon tubes which are proof against changing weather conditions carry the grain from the feed runs and deposit it safely in the bottom of the trench.

You can sell these Drills to your customers and feel satisfied that even if given extra hard usage they will be sure to stand up to their work. They have given unquestioned satisfaction for a great many seasons.

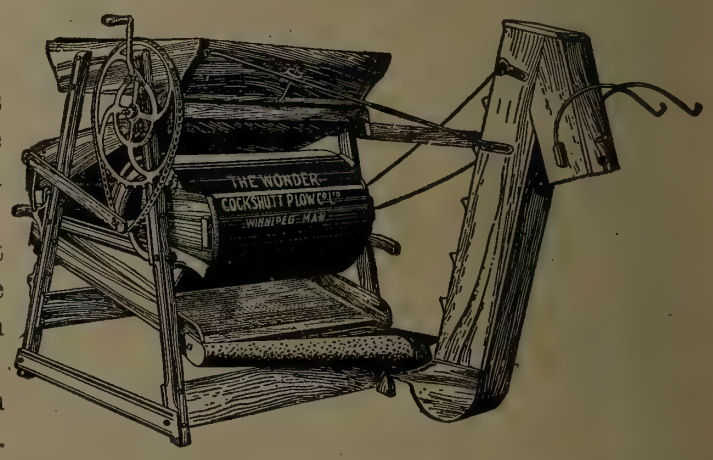
Cockshutt Drills are built in 14, 16, 18, 20 and 22 sizes

Cockshutt Grain Cleaners

The New Wonder Grain Cleaner has special features which are of great value and consequently very desirable. The feed can be adjusted very closely and it stops when the mill stops turning. No grain wasted—no time lost.

The screens automatically clean themselves, so the last bushel of grain put through the mill is as clean as the first. The fan is unusually large and the gearless chain drive means large output with very little effort.

The Wonder will clean and grade every kind of grain grown in Western Canada and is indispensable on the up-to-date farm.



Our line of farm implements and equipment for 1917 is complete. Machines for every season and good profit for the man who sells them. Now is the time to get lined up for that trade. Write our nearest Branch House for particulars and ask for catalogues and illustrated folders.

COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 2 WINNIPEG, CANADA, FEBRUARY, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

SASKATCHEWAN DEALERS' CONVENTION AT MOOSE JAW

Important Deliberations Vitally Affecting the Dealer

On Monday and Tuesday, Jan. 29 and 30, the Saskatchewan Retail Implement Dealers' Association held their second annual convention, in the Bijou Block, Moose Jaw. President Hugh Rorison, of Moose Jaw, called the meeting to order at 3 p.m. While the turnout at the opening of the convention was not large, the reason, as the President explained, was that the trains coming in from the north, south and west are away behind schedule owing to cold weather.

Secretary W. J. M. Wright, Regina, then read the minutes of the last annual convention, held Feb. 1, 1916, also minutes of the meetings of the executive which had taken place during the past year. These were held upon May 22 and Dec. 14th, 1916. A full report was made of the work of the executive during the past year. On the motion of R. F. Courtney, Moose Jaw, seconded by D. H. Wood, Prince Albert, the minutes were adopted as read.

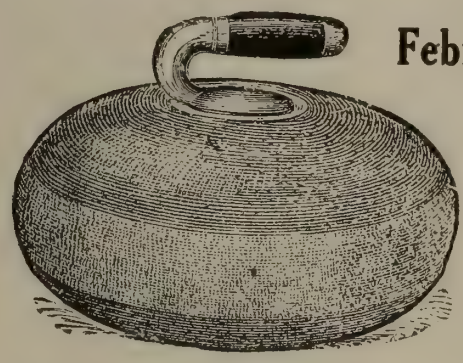
President Rorison then spoke on the very successful convention which had been held in 1916, stating that all who attended spent a good and profitable time, in a business sense and also socially. The main trouble in the trade is that too many dealers do not know what it costs them to sell the goods. This type of man buys a machine at $160 and sells it at $170, thinking that he has made a profit of $10. Very often he has lost ten dollars in the deal! Many men do not actually know whether they have made a profit or a loss on the season's operations. It was to better such conditions that the association was started. We must, as a body of men, have a greater majority of the trade intelligent, bright and aggressive business men. Greater co-operation was necessary in the trade—both on a large basis and in the case of individual dealers in the same town. Too much antagonism exists between different dealers handling different lines. In the past, cutting prices was thought to be competition by many. This could be carried to a degree where nobody made money. All these defects in the trade were largely the result of a lack of cohesion and of clear-sighted business co-operation. In the last 25 years in the trade the policy has too often been "Each man for himself and the Devil take the hindmost." Yearly contracts were becoming more stringent, the cost of doing business was steadily increasing, all operating expenses were greater. Instead of larger remuneration, we see ahead of us a smaller recompense for our work as year succeeds year. With 1917 contracts, dealers will generally find it harder to make a decent profit than even they did under 1916 contracts.

The President then commented on the good work the Retail Merchants Association had done in the province, work which could be emulated in their line by the implement dealers. So far as organization was concerned, the farmer, up to now, has the implement dealer beaten by miles. The farmers have influence with legislation and get what they want. Yet, since the formation of the Saskatchewan Dealers' Association, the dealers' representatives had met members of the provincial house and had debated the Farm Implement Act, clause by clause, so that the revision of the Act makes it a piece of legislation which, if anything, is to the benefit of the dealer and not to his detriment.

Under the new Act the dealer can buy as he likes and sell as he likes. He is not forced to carry repairs and can add to the retail price. In the end the revised Act, purged of the features objected to by the Sask. Dealers' Association, now only affected the large implement wholesale and manufacturing concerns. Formerly the Act made it very difficult for the dealer to do business and keep within the law. In specific cases the wording of the Act was given as base for judgments. Yet all the good done in modifying the Act, the dealers of Saskatchewan owed directly to the Saskatchewan Retail Implement Dealers' Association.

During the past year the executive have, by various means, endeavored to get the membership increased. Through lack of funds an organizer could not be put on the road, but it was up to every member to do all he could to increase the membership. Numbers were essential; without them the association would not have weight when it came to asking their rights and using their influence. There were approximately 1200 dealers in the Province of Saskatchewan, and of that number from five to six hundred should be in the association—but there was still a considerable way to go before that membership was attained. By organizing they could fight the ever-increasing inroads of mail order competition, and could have contracts modified so that a man had at least a chance to make a livelihood. The President was sorry that the turnout was not greater but said that toward evening, when the trains get in, the boys would come in.

Winnipeg Bonspiel and Winter Carnival



February 6th to 17th

ONE-WAY FARE

Issued on all Railroads, Feb. 9th to 14th. Return privilege to Feb. 20th. Contestants Feb. 2nd to 5th. Returning to Feb. 20th.

A Good Time for Everybody!

Curling, Hockey, Skating, Bowling, Ski-ing, Automobile Show, Conventions, Special Theatre Attractions

EVERY DAY: MANUFACTURER'S EXHIBITION IN INDUSTRIAL BUREAU.
Sat. 10th—Curling, Ski Jumping, Tobogganing.
Mon. 12th—Curling, Dog Race, Bowling Tournament.
Tue. 13th—Automobile Day. Special Displays, Convention of Manitoba Motor Trade, Agricultural Society Conventions, Curling.
Wed. 14th—Big Military Parade, Convention Motor League, Ice Sports.
Thur. 15th—Curling, Good Roads Convention, Dairy Convention, Bowling.
Fri. 16th—Curling, Ice Carnival, Skating Championship, Horticultural Convention.
Sat. 17th—Curling, Dog Sleigh Race, Poultry Show, etc.

COME! Combine Pleasure and Business

SPECIAL DISPLAYS by all Manufacturing, Wholesale and Jobbing Implement Concerns

Considerable discussion took place on the subject of getting more members into the association. Practically every member present was of the opinion that many dealers were sceptical regarding the value of the association—they hung fire so as to let other men do the work while they would participate in the benefits which resulted! Already, by the efforts of the association, every member maintained that he had got double the value of any financial outlay, while dealers yet unorganized had also benefited by the work done by the faithful association members.

Secretary Wright, Regina, asked for suggestions from members along the lines of increasing membership, and several members gave their views on this important subject.

J. M. Murdock, Moose Jaw, spoke on the necessity of having live and energetic officers in the association. This, said he, was the most vital factor in its success, and last year's work showed that the executive had been well and wisely chosen.

Pres. Rorison—"The trouble is that too many dealers are individualistic and not socialistic. They try to fight their battles alone. Each, as a unit, does not count; all in harmony we can work wonders. The companies just give as little as they have to. That's business, and the dealer cannot complain, unless, as a body, we ask for fairer contracts, which will, in the end, bring to the trade a better class of dealer. When all is said and done, contracts and men go largely hand in hand. A poor contract breeds a poor dealer, and a good contract brings a higher type of man into the business—and holds him there instead of starving him out!"

John Roberts, Colonsay, made some interesting remarks on the fact that in his district at least a great many dealers were not evidently aware that the association existed. More publicity was needed, or possibly these men did not even read the letters sent them by the executive.

President Rorison explained how the names of dealers were obtained and stated that he was positive that practically every dealer had been reached. They had, in the cases mentioned, not read the letters and had no conception of what the association could do for them.

P. F. Young, Elstow, said that dealers had themselves to blame. They made themselves tools. If one did not like a contract, his competition across the street would grab at it. Things are cut down so that it was almost impossible for a man to make a living, at least on an agency basis.

A. E. Westbrook, Rouleau, then spoke with gratification of the benefit which he personally had received through being a member of the association. What was needed was to get the fellows who had no organization enthusiasm to see and realize what the association could do for them.

D. H. Wood, Prince Albert, gave some of his experiences in trying to enlist the dealers in the ranks of the association. He thought that the extreme distance to the meeting point kept away many men in the north of the province. If small

conventions representing sections of the province could be held, it might work out better. Many dealers had not, at this season, an extra man. They could possibly close up their store for a couple of days, while they could not for four days. Mr. Wood also outlined the difference between the volume of business done by a dealer in the north compared with the men in the grain country. In the north, turnover was small. Some men actually did not average more than $700 in annual salary.

The secretary then said that if dealers could be gotten together at local points he could arrange to have members of the executive meet them there so as to explain the work of the association to them.

J. M. Murdock, Moose Jaw, said that he thought that, considering its comparative youth, the association had done very valuable work. Many implement men don't realize that fact. He cited the growth of organized labor as a case in point, also organized agriculture. If the members go on they would come to a point where the manufacturers and wholesalers would have to look upon them and their wishes with a great deal more respect than ever was accorded the individual dealer.

President Rorison explained how the Hon. W. R. Motherwell, Minister of Agriculture, had told the association that legislation could not sense the needs of, and wrongs inflicted upon, any trade unless, as in the dealers' case, the trade association spoke as an organized body. The stronger the association got they could secure great modifications on those contracts which were making it impossible for a man to do business and live. In the end, the success of a business is as the individual status of the men engaged in it. The status of the dealer wanted raising. Too many agents are poor agents. They drift from the farm into the business and drift back. A good man won't engage in a business that won't give him a decent remuneration for his work—and that condition was practically existent in the retail implement business now. Profits are being cut down, and as a result the companies are getting a less aggressive and less intelligent class of dealer. Such a policy as is now too common—cheeseparing contracts—are good neither for company nor dealer.

A very spirited discussion followed on the subject of notes returned to agents for collection. It was reckoned that if a note is good the dealer is better to carry it himself if he can. The policy of the companies returning notes several months after the sale was made was a very bad feature. The time could be shortened, for as things were the dealer can never say what he is worth.

R. J. Morrison, Pense, and A. Westman, Midale, then led in a general discussion of how the association could be strengthened. It was generally conceded that the dealer was not in a position to compete with the mail order house. These concerns beat the dealer all along the line. In many lines of goods the dealer can't buy from the wholesaler at a price as low as the mail order concern sells at. How, then, could he compete? Lines are slipping out of the dealers' fingers, said different members, and things have got so that in grinders, feed cutters, engines, sleighs and cutters there is nothing for the dealer. He can't meet the M.O. price. It was a very interesting feature of the convention that no rancor whatsoever was shown the farmer for his policy of buying on a price basis. Dealers generally did not blame him. John Roberts, of Colonsay, said that he was sure that the average farmer would pay up to 10 per cent more than mail order price to keep his trade with the dealer but as things were, wholesale prices throw the cost of goods from 35 to 40 per cent above the M.O. price. "We can't blame the farmer," said the speaker, "but the public does not know what we are confronted by, and blame us for the high price of the goods."

The question of the dealers banding as a body into a co-operative purchasing association was next debated from every standpoint. By amalgamating their orders it was suggested that they could get good terms from manufacturing concerns and could get goods at a figure a little above M.O. prices, but still at such a cost that the farmer would buy at home. Every dealer present took part in this discussion, and many able suggestions were made as to how the scheme could be arranged. Those wholesale houses who pose as being champions of the retail trade, and who sell on the side to mail order concerns the same goods as are handled by the dealer, came in for bitter denunciation by the members. Such houses, because of large orders, actually sold cheaper to the M.O. concern than to the dealer whom they were meant to protect. They tried to cut both ways but the dealers saw it.

At 5.30 the session adjourned, the members meeting in the Bijou Hall in the evening for an evening's "smoke-fest," and an opportunity for dealers to get acquainted with one another.

Second Day's Proceedings

On Tuesday, 30th, the convention was called to order by President Rorison at 10 a.m. A considerable number of dealers had reached the city over night and had registered. A large sign over the front of the convention let visitors to the Moose Jaw Bonspiel, then in full swing, know that the implement men were busy. The president commented on the debt that dealers owed their official organ "Canadian Farm Implements," Winnipeg, for the way in which it had, since the inauguration of the association, aided the work of organization in the province. They all regretted that its publisher, F. D. Blakely, was unable to attend the convention through sickness, but were glad to call upon A. A. Thomson, editor of "Canadian Farm Implements," to give the members an address upon "Means of Combatting Mail Order Competition." Mr. Thomson outlined the growth and policies of the mail order house, showing how it sapped the life of community prosperity by money being sent away for goods. To meet the situation, the dealer must advertise locally, keep a well assorted and clean stock, have efficient sales help and must buy goods for cash wherever possible. Excerpts from Mr. Thomson's address will appear in the March issue of this journal. He also commented on the situation in the sisal supply market as affecting the prices of 1917 binder twine, and spoke on the growth of the light tractor trade—a line that merited attention if the dealer was going to keep it in the retail trade.

Thereafter the programme called for discussion on various subjects specified. These were:

Contracts—It was the general opinion that contracts were too one-sided and that they placed the dealer, in many cases, in an impossible position. Exception was taken to the length of time the companies take to return notes to the agent. When complaint was made on this ground, little sympathy was shown by the companies. Several dealers contended that 60 days were sufficient after notes were taken for the company to either credit or discredit them.

Commission contracts, as they now are, mean that the agent having no other lines on a wholesale basis, must either be in debt or a criminal. That, said several speakers, was what the contract amounted to. Dealers must either get contracts modified or else revert to a wholesale basis, buying machines outright and selling them on time if necessary. One dealer asserted that such a policy might put the dealer in debt, but that he at least could not be worse off than now was the case. "How can companies expect," asked several members, "a dealer to make a living on a commission of 8 per cent on a machine when it costs 17 to 25 per cent to carry on a business?" Further it was stated that at 3 or 4 per cent for collections, a man cannot afford to drive over his territory to get settlement. Dealer commissions, it was generally observed, are far too small to cover his increased operating expenses and overhead cost.

One member was of the opinion that there are too many men of the type who think that the larger business they do, the larger the profits they have. Yet in the experience of all there has been cases of men who did a small and conservative business but at a better profit than the man doing a greater volume with risky sales.

A. E. Westbrook, Rouleau: "In judging contracts, the same strictures cannot be applied to all. Some contracts given the dealer are more flexible than others—but they are in the minority. All tend to be unreasonable in some respects, and action by the association will be beneficial."

Canvassing—In a debate upon this question, W. J. M. Wright said that most manufacturers claimed that the canvasser was the biggest power they had to counteract mail order business.

A. E. Westbrook—"In the business of canvassing, it too often comes to the point where expert salesmen go out and push sales on people who don't want them—and who shouldn't have the goods."

It was the opinion of J. M. Murdock that the average farmer had little faith or confidence in a salesman that he didn't know and might not see again.

George Matheson, Craik, stated that for the past three years he had entirely discontinued the practice. Let the customer come to the store; don't worry him! There is no profit, said the member, in any dealer hauling men from the large companies through the territory. The factory canvasser too often will promise the customer anything, and the dealer has to foot the bill in the end!

Considerable comment was made on the peddling of lightning rods, cream separators and other equipment by canvassers. It was the opinion of the members that the provincial government should enact legislation to suppress these pests, who with their sewing machines, cream separators and ranges were not wanted by the farmer and were in the end injurious to the legitimate retail merchant. Many members thought that judicious advertising and circular letters to customers were far more profitable than canvassing in the territory. D. H. Wood, Prince Albert, said that many of the farmers' associations had passed resolutions to turn down all canvassers in their districts.

Service—Under this heading was taken up the question of unnecessary and unfair service. Some men were called upon to give service on binders that were possibly sold before they took the local agency for the territory. Excessive service was most unprofitable to the dealer. G. W. Matheson, Craik, outlined how he handled the binder repair question by sending a repair man through the territory with a car during the slack season. For this the list price of the repair was charged, and a legitimate charge for the expert's time. At the same time a whole list of future repair requirements for all types of machines could be made so that he could give the farmer better repair service. He had found the scheme worked out splendidly.

J. Roberts, Colonsay, stated that since he put a charge on for excess service he had found that he had less trouble along this line.

Costs—A considerable number of those present who had kept a close record of their cost of doing business, gave their experience along this line. Records given showed that it cost from 15 to 19 per cent to carry on the business, being from 17 to 19 per cent if the cost of collecting is included.

Sample Rooms—On this subject many valuable suggestions were made, it being agreed that it was essential that the dealer have a good stock, attractively displayed. Due attention should be given to the changing around of goods on the floor—this to be done every week so as to give the sample floor a new appearance.

Organization—Many suggestions were made of ways and means to increase the scope and membership of the association. It was finally decided to refer the matter to a committee specially appointed to draft suitable means of interesting those dealers who so far had not joined the association.

Small Tractors and Tractor Service—The members gave their experience with these machines, some maintaining that all light tractors were yet more or less an experiment. They were, speakers said, simply passing through a development stage, as had the larger tractor. Cases were quoted where the light tractor had fallen down in threshing. The best makes were probably those light tractors developed from heavy models that have been tried and proven efficient. It was contended that the service end in light tractor selling was a big expense. In the old days the heavy tractors carried with them an efficient service system. With the light tractor, the dealer's were of the opinion that service was largely left out, the big idea being to sell and let the customer take care of the job himself. This brought criticism against the retailer who sold the machine.

Credits—President Rorison explained how the dealers in Moose Jaw had collaborated in making a list of poor credit risks. This system saved all the implement dealers in the city untold worry. No man could be stung more than once by a dishonest customer. Such a system could be instituted with profit in every community. The dealers could combine for mutual protection by the compilation of such a list of names, one to be given to each implement store. It would save dealers much money in the course of a year. The stand of the I H C in advising agents not to sell to known "poor pay" farmers was, it was stated, an excellent idea. Some men had tried to get brother dealers in their towns to co-operate along this line but without success. It seemed that the association could greatly benefit this movement—as all men would combine to give one another credit information.

The following committees were appointed: Co-operative Purchasing — Messrs. J. M. Murdock, G. W. Matheson and A. E. Westbrook. Resolutions — Messrs. Murdock, Matheson and Woods, Prince Albert. Nomination — Messrs. Young, Elstow; Neely, Govan, and Westman, Midale. Organization — Messrs. Westbrook, Rouleau; Kinnon, Pense, and Thomson, Winnipeg.

At noon a recess was declared, the members meeting again at 1.30 p.m.

Afternoon Session

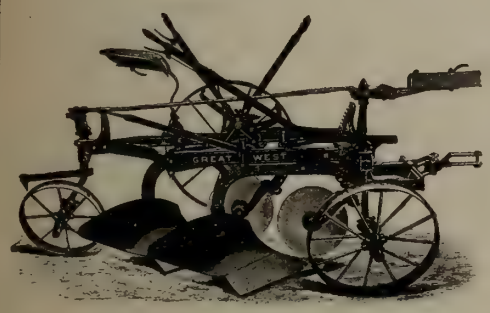
The opening of the afternoon session was a splendid address by J. M. Murdock, of Moose Jaw, whose subject was: "Suggestions as to Means of Meeting Mail Order Competition, with special reference to Co-operative Buying." The detriment was shown of cases where the wholesale price of goods to the dealer was often more than the mail order price of the same goods to the consumer. This made it impossible for the dealer to sell. On the basis of both quality and price, Mr. Murdock suggested that dealers could co-operate and buy in quantity, getting a price that would allow them to meet any mail order figure. But to do this, dealers must be organized strongly so that individual estimates of necessities could be obtained and orders placed ahead. Such a Bureau of Purchasing, said the speaker, was no pipe-dream but a thing that would have to be done if they were going to compete at all in these lines that mail order houses did big business with. Mr. Murdock made a strong appeal for co-operative effort, and had studied his subject from every standpoint. His splendid address, which will appear in our next issue, was received with loud applause by the dealers, who showed their entire sympathy with the idea of the co-operative purchasing of goods. Several of the members congratulated Mr. Murdock on the capable way in which he handled an intricate and absorbing subject. It was felt that the dealer will get no relief from present conditions until something is done along this line.

J. Leboldus, Vibank, said that if companies could give away binders as prizes in binder-selling contests, surely a better price could be given the dealer, especially if he bought for cash. Several speakers quoted lines largely sold by mail order concerns on which, if the dealer could reduce the price by 15 per cent, he could get the business. The

(Continued on page 6)

MASSEY-HARRIS HIGH-GRADE FARM IMPLEMENTS

Great West Plows

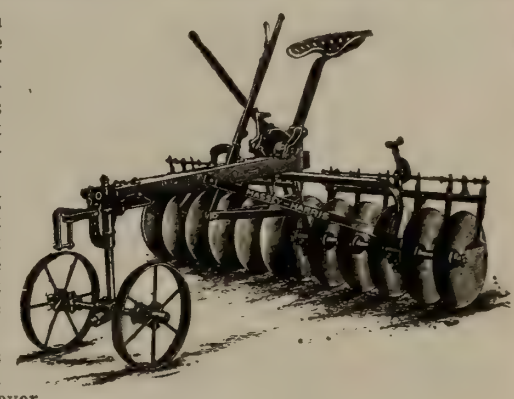


Built especially to meet conditions in Western Canada and they have made good. Wheels are set well out, making the plow run steady. It is amply strong for all conditions of soil. Convenient Levers and easy-acting Foot Lift make it easy to handle. Bottoms are of the well-known high standard of Massey-Harris construction.

Not only do they do the most satisfactory work possible, but this is accomplished with a minimum of effort on the part of team and driver; lightness of draft and the convenience and comfort of the driver have received special attention, as also the points of strength and durability.

Massey-Harris Disc Harrows

Being equipped with Pressure Springs, the Gangs are held to their work on rough and uneven ground, on ridges and in furrows, so that the entire surface is cultivated.



Should one Gang strike an obstruction, it may rise and pass over it without disturbing the other Gang, or without danger of injury to the machine.

Angle of Gangs is readily controlled by a single, easily operated Lever.

Bearings have oil-soaked Maple Bushings and Spring Oil Caps.

The Low Hitch takes all the weight from the horses' necks.

LOW DOWN — Massey-Harris Spreader — WIDE SPREAD

Here is a spreader that is low down, but not too low—plenty of clearance under the frame.

It is a wide-spread machine—spreading full seven feet wide although the box measures only 3½ feet.

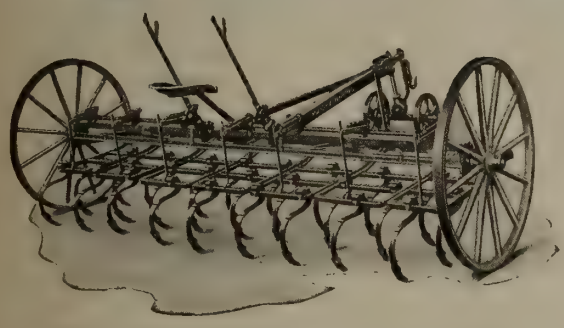
Ample strength is secured by making the frame of steel—heavy 4-inch channel side sills with steel cross sills, forming the strongest frame ever put on a spreader.

The Simple Chain Drive does away with all cogs, clutches, and springs, and when out of gear no parts of the machine are running to cause wear.

The Upper Beater is in two sections, set at an angle to spread the load out beyond the wheels.

The Simple, Direct Drive—the divided beater and small size of same—the taper shape of the bed—the broad-faced wheels—the careful fitting of all parts—these combine to secure light draft.

A Big Cultivator for Big Farms



Our well-known Spring-Tooth Cultivator in 10 and 12-foot sizes for use on big farms.

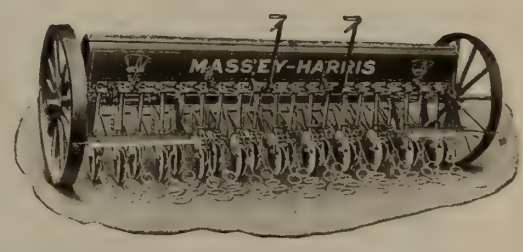
The frame is made extra strong and two levers are provided to make the operation easy.

Furnished with 4-horse pulley hitch or with forecarriage.

Can be fitted with wide points for shallow cultivation, if desired.

A Drill with Steel Grain Box

This Steel Box is the largest grain box on any drill and saves the time and inconvenience of frequent re-fillings.



Its construction is especially strong and, with the substantial construction of the balance of the drill there is ample strength to carry the weight of the drill when loaded to capacity.

MASSEY-HARRIS CO., LIMITED

HEAD OFFICES: TORONTO, CANADA

CANADIAN BRANCHES AT

Montreal, Moncton, Winnipeg, Regina, Saskatoon, Swift Current, Yorkton, Calgary, Edmonton

Saskatchewan Dealers' Convention

(Continued from page 4)

average farmer will buy at home if the price is at all reasonable, said several speakers, and dealers could only sell at the right price by buying as suggested. A general discussion took place on the subject which was considered of paramount importance. As one speaker said, "With such a scheme, the dealer would no longer see his customer passing the door to send money away through the mails."

Committee Reports

The various committees then laid their reports before the convention, while the following resolutions were unanimously adopted by the members.

Resolutions Adopted

(1) That the Saskatchewan Retail Implement Dealers' Association, as a loyal and patriotic Canadian institution, go on record as welcoming the success of the British Empire and our brave Allies in their struggle to free the world from the menace of militarism, as represented by the Central Powers. Further, that every dealer, insofar as possible, do what he can to help the returned soldiers into employment, and assist local war charities as much as possible.

(2) Resolved: That the members of the association appreciate the good work done by the executive during the past year. Their efforts have been of the greatest benefit to the individual dealer, especially through amended legislation in the province.

(3) That the association, individually and through its special committee, take into full consideration the question of co-operative purchasing of goods. That every member do his utmost in his community to ascertain the opinion of other dealers on the subject, writing the president as to the prospects for such purchasing in his locality.

(4) Resolved: That it is the opinion of the association that all outside canvassing should be abolished, as it is of no benefit to the trade, and is detrimental to the dealers' best interests.

(5) That the association do all possible to influence the provincial government to the end that peddling in the province be abolished by legislation. In many lines peddling is injurious to the dealer and is neither desired nor sought for by the farmer.

(6) That the association tender a hearty vote of thanks to the Publisher and Editor of its official organ, "Canadian Farm Implements," Winnipeg, for the way in which they have steadily striven for the furtherance of the retail implement trade in the province. Further, that dealers, individually and collectively, should subscribe for and support the official organ of the association.

Election of Officers

The Nominating Committee laid before the members their nominations for the executive for 1917. J. M. Murdock was nominated for President but declined the office inasmuch as he was chairman of the Purchasing Committee, and as such would have a great deal of work to see to along that line.

The final unanimous selection of officers for the year 1917 was as follows:

President—W. J. M. Wright, Regina.

Vice-president—J. A. Rollefson, Swift Current.

Secy.-Treasurer — G. W. Matheson, Craik.

Board of Directors—H. Carnahan, La Fleche; D. H. Wood, Prince Albert; Hugh Rorison, Moose Jaw; J. Leboldus, Vibank; C. E. Davis, Asquith.

President Wright, who took the chair amid loud applause, said that he greatly appreciated the honor done him, and that he would do his utmost to help the association by every means in his power, asking that every individual member co-operate with him in the work of strengthening the organization throughout the province.

The finances of the association were found to be in a satisfactory condition, and in a discussion on same it was moved, seconded and carried unanimously that any member who had paid his fees to date be held as a member in good standing until the next convention. Such members will be notified of this motion by letter. It was decided to leave to the executive the settlement of a date and location for the 1918 convention.

Throughout the entire convention the discussions and suggestions were keenly taken up, and it is evident that the members are very much alive to the benefits that will follow on the further enlargement of their membership roll. The past year saw wonderful progress made, and with aggressive and competent officials elected for 1917 the Saskatchewan Retail Implement Dealers' Association should continue to increase in size, prosperity, power and in the excellent work it is doing for the trade in that province. Every dealer who has not yet joined should write at once to some of the officers named above. They will gladly show what the association has already done for the dealers throughout the province.

An Anti-Mail Order Farm Paper

That sounds like a dream, but it is true, nevertheless. No, sir, not in Western Canada. "The Farm Home," an agricultural paper published in Springfield, Illinois, recently changed its policy and absolutely refused to accept any more mail order advertising. It has a circulation of about 80,000. The line that this paper will take is that it is to the best interests of its readers to buy at home.

It is the contention of the publishers that mail order buying is detrimental to the welfare of any rural community. "The Farm Home" will try to show the farmer that by buying at home he will benefit his community, while the welfare of his town will benefit the farmer to a marked degree. In proportion as the quantity of mail order buying in any community is reduced, the well-being of the community is advanced. In the end it benefits all.

OFFICE AND WAREHOUSE SPACE

Princess Street, Winnipeg

Fine front office on second floor, with showroom space if required. Also about 2,000 feet of warehouse space in basement. All conveniences, including roomy vault accommodation, trackage. Sprinkler equipped building, with low rate of insurance. Apply Box M 518, Canadian Farm Implements, Winnipeg.

IT PAYS TO LOOK AHEAD!

Dealers! Place your contracts NOW so as to Ensure Delivery of our 1917 Model

STEWART SHEAF LOADERS

Co-operate with us this year. Line up your prospects—and order ahead! Help will be scarcer than ever. Your customers will want the Stewart Sheaf Loader — the greatest factor in economical harvesting.

SAVES MEN, TEAMS, TIME AND MONEY

SOLVES THE HELP PROBLEM

VISIT OUR FACTORY DURING WINNIPEG BONSPIEL

Let us show you over our up-to-date plant. Take Main St. car north to Redwood Ave., then transfer to Johnson and car brings you right to our door. We'll be glad to meet you.

THE STEWART SHEAF LOADER CO., LTD.

470 MARTIN AVENUE WINNIPEG, MAN.

"Maltese Cross" TIRES

Your Customer's Choice

A product is judged by the service it gives—the more satisfactory that service, the greater the demand

There are people right in your town who are wondering why you are not selling "Maltese Cross" Tires, Tubes, Accessories. The people have long known of the wonderful life-wear, and moderate cost, the safety and satisfaction in buying "Maltese Cross" Tires. Black Tread, Red Side Walls."

"MADE-IN-CANADA"

Gutta Percha & Rubber, Limited

Fort William Winnipeg Regina Saskatoon Calgary Edmonton

The Value of the Fanning Mill

"In all my business last year," said a dealer to the writer, "the thing that struck me most forcibly was the increased interest taken by the farmers in my territory in the ordinary fanning mill. Farmers are beginning to wake up to the value of these machines. I'd hate to say how many I sold; you mightn't believe it; but every mill I sold was on a spot cash basis. You can make it a safe bet that I'm going to advertise and push the ——fanning mill next year as I never did before. And you can sell a nice lot of engines along with the power mills."

The experience of that dealer can be duplicated by many an implement man. There is scarcely a machine that merits so strongly the attention of the grain farmer as the ordinary fanning mill.

With a fanning mill of good design and the proper efficiency, it is possible to clean grain at the rate of a bushel a minute by hand, and any dealer knows that on countless farms a power-driven fanning mill will pay for itself over and over again. The small engine used can be adapted for a great many chores, while the value of running all the grain through before marketing is obvious.

Why should the farmer pay elevator handling charges and freight charges on screenings to the head of the lakes, then selling commission, terminal handling charges, sacks and sacking, return freight and cost of distribution for an article originally in his possession? It makes a nice opportunity for the re-shipment and distribution of foul weed seeds!

Grain cleanings and broken wheat by thousands of bushels are annually burned in the straw piles of the Canadian West. Could these not be conserved for feeding purposes?

Many of the line elevators are equipped with cleaning apparatus, but in the rush of shipping grain the cleaning operation leads to a holding up of grain because of the restricted capacity and the time involved. It is also stated by elevator men that, in many instances, the farmer will not even take away his own screenings. These cannot be sold by the elevator company as it would be contrary to law; therefore a lot of valuable feed is burned by the elevators simply because the farmers are so short-sighted that they will not buy a fanning mill to clean and increase the value of their individual crops.

Elevator companies at the lake heads ship their screenings to Michigan and Minnesota, where there are large numbers of sheep, and the screenings sell in these states at from $20 to $25 a ton. At the Western elevators farmers have sold their screenings at only $6 to $8 a ton. There is not the least doubt that the grain screenings from the Canadian West are being diverted to American channels to the detriment of the Western farmer. We hear on every hand that feed is scarce and high priced. Why, then, should the farmer persist in letting his screenings go out of the territory, with all their feeding value for stock. Small plants could be put in operation on the prairies and the screenings converted into meal. In the summer of 1916, no less than 180,000 bushels of wild oats were shipped from the head of the lakes to American buyers. A great majority of this found its way back to the farms of the Canadian West in the form of stock foods—for which the farmer paid fancy prices.

The time is past when the farmer can afford to sell his grain uncleaned. High grade grains are too valuable. The dealer has, it is evident, telling arguments that he can use in his territory for the sale of fanning mills. He should get busy along this line, for it has a big field and has satisfactory profits for the retailer. Get a good line of mills and push them.

Regina an Implement Centre

Some years ago only about half a dozen houses had branch offices in Regina; to-day twenty-four concerns have branch offices and at least thirty-five different manufacturers are represented in that city. The annual volume of implement sales from the queen city is estimated at about twenty-five million dollars. During last year the volume of sales and cash returns were very satisfactory. Cash sales predominated, a very satisfactory condition in the trade. Thresher companies doing business from Regina have been obtaining larger cash payments and are asking and getting greater cash settlement on sales than in past years.

There was a mayor who admitted that his administration was a failure. He's dead.

You Cannot Handle a Better Individual Outfit than Cushman Light-Weight Combination Threshers

The 1917 Model

Tested and Tried in the Field---Leads in its Line

WE HAVE added many improvements to our 1917 model, and in simplicity of construction and operation, also in quality of materials and durability, we know that it stands alone in the combination thresher field. Low cost of repairs, absolutely uniform speed, smooth running, perfect balance, coupled with the ability to do good work under all conditions, mean absolute satisfaction to the purchasers of Cushman Combination Outfits. The frame of the 24x46 inch Separator is strongly and substantially built, and is braced to stand all stresses and strains. And behind all is the famous smooth-running Cushman Light-Weight Engine.

Every Outfit Equipped with the Famous Cushman 2-Cylinder, Light Weight Engine

BUILT IN THREE SIZES:

8 H.P. with Straw Carrier and Hand Feeder
15 H.P. with Straw Carrier and Hand Feeder
20 H.P. with Wind Stacker and Self Feeder

DEALERS! The 1916 demand for these outfits far exceeded the supply. Get your orders in at once so as to ensure delivery.

THE rigid, strongly braced frame is equipped with a sliding base for regulating the tension of the belt. Our system of bracing eliminates vibration. Separator is equipped with Automatic Grain Register when desired. Cylinder has 62 teeth; concaves and drums are of the best design. Revolving straw decks give perfect separation of grain from straw. The shoe used cleans grain so that it is ready to market. Our Elevator and Windstacker have exceptional features that ensure efficient work, while the Self-Feeder is automatically governed so that the Separator cannot be over-loaded.
Full particulars will be gladly given on request. Don't delay! Someone will handle Cushman Outfits in your Territory. The man who does will have a big, profitable business.

COME IN AND SEE US DURING WINNIPEG BONSPIEL. OUR COMPLETE LINE WILL INTEREST YOU

CUSHMAN MOTOR WORKS OF CANADA, LIMITED

Dept. E. WHYTE AVENUE and VINE STREET, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres

Dry-Land Farming Machinery

In some areas of the Canadian West dry farming, or more properly "dry-land farming," is necessary. This because since prohibition is now common to all the prairie provinces, farming is necessarily a "dry" occupation!

The primary essential in saving soil water is to get it into the soil. If a rain of three inches falls, and only one inch soaks in, the land is no better off than if only one inch of rain fell. In fact it may be worse, because the two inches of rain may beat and puddle the surface soil so as to favor the formation of a crust, which crust must be broken up if water is to be conserved. In dry land areas, the soil must, therefore, be kept in the best possible condition for catching rain that may fall.

For fall crops in these areas, plowing should be done in spring. Water moves much more rapidly in a moist soil than in a dry one. Very dry soils actually repel moisture at first. How then can the soil be kept moist? Simply by never letting it go dry. This is brought about by certain methods of cultivation and cropping, and by the use of certain types of machinery. Dry-farm soils, if properly farmed, will yield good returns, and many areas of the United States have shown that if a profitable rotation can be planned, a permanent dry-farm agriculture is assured.

Water Action and Soil

After water is caught by soil, it undergoes certain movements. By its weight it moves downward between the soil particles, when we say it percolates. When it crawls upwards, downward or sidewise, as water soaks into a lump of sugar, we say that it exercises capillary movement. When the surface gets more water than it can hold it loses some by percolation to the soil below. The free water moves from the upper to the lower soil spaces. When percolation ceases the water crawls from particle to particle, as it would through sugar. When the particles are moistened but slightly they tend to draw water from the moisture towards the drier soil particles. This movement continues until the condition becomes balanced —one portion of the soil trying to pull the water away, and the other r e s i s t i n g with equal strength.

All the water a soil contains is not available for the growth of plants. Plants can only take a portion, some more than others. For instance, sorghum will dry out a soil quicker than wheat, and wheat quicker than corn.

Investigators agree that it takes from 300 to 400 and up to as high as 1,000 lbs. of water (depending on the area) to produce a pound of dry matter in the crop. A dry land soil must consequently be deep in order to hold enough water to insure crops. Crops dry out quickly in a shallow soil.

The water falling one season must be stored up to use the next season by summer tillage or summer fallowing. If the land is put in the best shape to catch rainfall, a large part of the precipitation of the season can be saved for the next season. On the average, on good normal soils, it will be possible to store from 50 to 70 per cent of a season's rain to be used in the next. If too many plants are used none will get enough water, for the stands of crop to produce the best yields must be thinner than in humid or irrigated regions. For the different crops the amount of seed to use for thickness of stand should be:

Wheat, 30 to 35 pounds per acre; oats, 40 to 60 pounds; barley, 45 to 60 pounds per acre; rye, 30 to 40 pounds per acre.

The Machinery Required

The average dry farm is about 320 acres, and the machinery needed varies with the size of farm, the kind of soil, the horse power available and the rapidity with which the work must be done. Most important of all is the efficiency and economy of operation.

The proportions of clay and sand will vary considerably in different soils. A plow that will work well in one dry area may not be adapted to another. What may be termed the essential implements for a dry farm are: A moldboard plow, a double-section disc harrow, a spike-tooth harrow, a header, or in Canadian areas, a binder, a drill, weeder harrows, and a corrugated packer, with subsoil wheels.

Small machinery is not economical on the dry land farm. A sufficient number of horses, or a tractor, must be kept to handle large equipment. A 4-horse team is considered a unit. Five or six good horses are the minimum power unit for efficiency on a 320-acre dry farm. The dry farmer must get on the land at the right time and this requires large machinery to cover the maximum acreage in a day. Quick work is frequently needed to keep the weeds under.

Good plowing is essential. It is better for the farmer to buy a 2-bottom gang plow and put on a 6-horse hitch than to buy two single bottom plows with a 3-horse hitch on each. Where horses are available, 3-bottom plows can be used to advantage. In spring plowing it is always advisable for the farmer to use a harrow attachment behind the plow, for the prompt harrowing is one of the main principles in dry farming. In fall plowing the harrow should not be used, as it is better to leave the land rough to catch snow and rain and to prevent soil blowing in spring.

In plowing hard, dry ground in summer, or for trashy brush land or sticky clay, the disk plow may be found valuable. It, however, requires as much power as the moldboard plow, and the latter is preferable as it leaves a flat furrow bottom, pulverizes the soil better and provides a more uniform seed bed.

The Harrows Needed

A 6-foot or 7-foot double-section disk harrow is one of the most important tools on a dry farm. A cutaway front section followed by a full-disk rear section is to be preferred. This is an effective tool on hard stubble ground. It does better work than a double section of full disks or a front section of full disks and a rear section of cutaway disks. This machine requires from five to seven horses. The double-section disk harrow should have a movable or hinge-joint frame rather than a rigid frame. The front and rear sections should work independently, and the set of each of the four units should be controlled independently by its own lever.

A 5 or 6-section spike tooth harrow is absolutely necessary, for with this implement various kinds of work can be done if it is provided with levers to change the slant of the teeth. This tool can be used for smoothing the land and killing weeds. While the spike tooth and disc harrows are effective weeders, there are times when they cannot be used. The spike tooth is effective when weeds are small, and the disc when weeds are so well rooted that no other tool will kill them. Disking, however, is expensive and often pulverizes the soil more than is desirable. There are various weeder harrows upon the market which the dealer in dry land areas should not fail to investigate, for a steady demand can be built up for them.

The Drill Problem

In the Idaho dry lands, single disc drills are used almost exclusively. In any area where the seed bed has brush roots or straw, these are advisable, as the disc cuts through the hard soil, straw and brush, whereas the shoe drill clogs and causes trouble. In many areas the double disc drill cannot be made to go through to a sufficient depth in many soils. Press wheel attachments are favored by some farmers, and where the soil is coarse and loose they can be used to advantage. On a clean, well-prepared seed bed the shoe drill is satisfactory, but the double disc furrow opener gives a better distribution of seed. In most areas the dealer will find that the single disc drill will do good work under nearly all conditions.

Rollers and Packers

Some farmers adhere to the corrugated roller to firm the summer fallow after plowing, to firm spring plowed land which is to be sown to spring grains, and to break crusts and close up large cracks in fields. Such cracks usually appear in heavy soils, especially after a winter of heavy snowfall, and may be three to four inches deep. The roller not only closes such cracks, but loosens the surface soil, thus preventing further baking and hardening. The subsurface packer, in the form of a plow attachment, or as a separate implement, has found favor with many farmers, while the plow attachment pulverizer is commonly used and in demand.

So far as harvesting machinery in the dry farm areas is concerned, the header is commonly used in the United States, also the combined harvester-thresher. The capacity of the latter machines is from 30 to 75 acres per day, depending upon width of cut. In Canada, for obvious reasons, the grain in dry farming areas is cut and harvested by the self-binder in any of the usual widths. Threshing is also conducted as in irrigated or humid areas.

Old-Time Salesmanship

We all recall that a buggy man used to be about as good a salesman as the country produced. It always, even in the boom days of the business, took a good man to sell buggies. Right now the buggy trade needs that old-time salesmanship. It needs good buggy men and it needs the same skill in showroom display it always did. The impress, "the appeal," is everything, almost, in making buggy sales.

Are you keeping up with the procession of to-day? If not, you can hardly expect to be in step with the progressive dealers of to-morrow.

A Big Profit

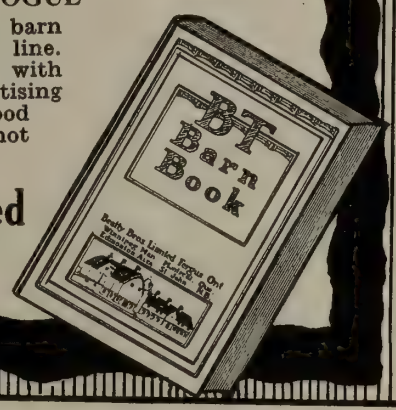
There is a bigger profit in an outfit of these BT Sanitary Steel Stalls than in four binders. We send you the prospects. Our salesmen help you close them.

SELL BT STEEL STALLS

No other line has as bright an outlook as this barn equipment line. Mixed farming is developing. There is a bigger interest in dairying. The time is near at hand when there will be dozens of fine dairy barns IN YOUR NEIGHBORHOOD fitted up in this modern way.

SEND FOR CATALOGUE

Get our 336 page illustrated barn book that shows the whole line. We will be glad to send it with prices, discounts and advertising material to agents in a few good territories where we are not represented. Write to—



Beatty Bros. Limited

Dept. G 292 Winnipeg, Man.

Dept. G 292 Edmonton, Alta.

Mr. Dealer: Here's Your Chance to Make Your Store Headquarters for Best Trade.

PEERLESS Poultry Fencing

Not Mere Poultry Netting

Here is a fence you can sell.

Stands up straight, stretches flat, all wires of even length.

Made of Open Hearth Steel Fence Wire—tough, elastic, springy—will not snap or break under shock or atmospheric changes. Our method of galvanizing prevents rust. Will not flake, chip or peel off. The joints are securly held with the "Peerless Lock" and can be erected on the most uneven ground without buckling, snapping or kinking. The heavy stay wires prevent sagging and require only half as many posts as other fences. Keeps all animals out, confines the smallest chicks, they can't get through.

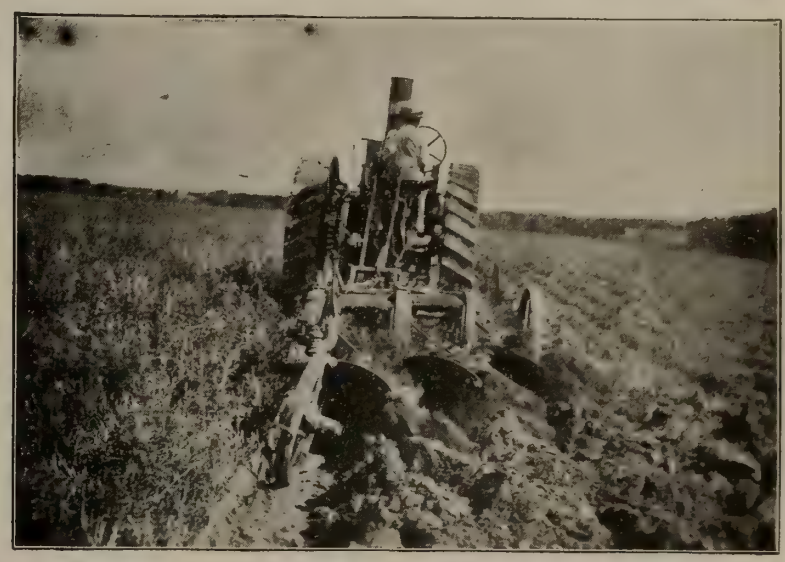
Valuable Territory Open to Good Dealers

We still have many fine openings for good reliable dealers. If you want to be the leading fence dealer in your locality write at once. Never has there been a better time to sell quality fencing. You can make your store headquarters for the best trade. Don't fail to write and get our Dealer's Proposition.

THE BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.

P & O

The right plow for your small tractor



The P & O Little Genius Power Lift Tractor Plow

is the right plow for your light tractor because it is built to deliver the highest efficiency for the least engine effort. Do you realize that in selecting the right plow the life of your engine is at stake? Plowmen who have been able to compare the work of the P & O Little Genius with that of other plows, have unhesitatingly declared themselves in favor of the Little Genius. Please bear in mind that the Little Genius was built, every part of it, as a tractor plow. The bottoms are the best that material and human skill can produce, and when it's all said, the bottom is the business end of the plow. Quick, positive response to the action of the power life device makes the Little Genius easy to operate. Simplicity, strength without surplus weight, perfect wheel bearings, correct hitch and splendid bottoms give the P & O Little Genius that lightness of draft which makes it the right plow for use behind your light tractor.

PARLIN & ORENDORFF CO.
Canton, Ill., U.S.A.

International Harvester Co. of Canada, Ltd.
SALES AGENTS FOR CANADA

WINNIPEG BRANDON REGINA SASKATOON YORKTON
NORTH BATTLEFORD ESTEVAN CALGARY
EDMONTON LETHBRIDGE

Raising the Wind

There is a vast difference in the way in which men arrive at the same conclusions in the retail business, and in the way they address the public when a change in policy is taking place.

For instance: In his local paper, a hardware man in a Manitoba town points out that his wholesalers and the bank are pressing him for payment, and, he writes: "The matter of past-due accounts has reached that point where I am compelled to ask all those indebted to me to call and fix up their accounts.

"In the past I have endeavored to give my customers the best service possible, and now I need the money, I appeal to them to look at the matter from a business viewpoint, and give it immediate attention. I have several thousand dollars to raise this month, and I have got to get the cash. Come in and see me and save me the trouble and expense of driving all over the country to see you."

That public notice is somewhat pathetic, and its appeal would only apply where the local customers were honest—but forgetful.

In contrast, we reproduce a statement in a Nebraska paper by a hardware implement firm. This concern states clearly that they figure that they will save on bookkeeping alone $1,000 annually. By doing so they can sell on a closer margin and save money for their customers. They write:

"Also there will be no room for disputes on accounts, as we will take a note for all sums over $10. All sums under that amount must be spot cash. We have over 600 open accounts on our books, running from 10 cents to $500. Do you think it is fair for one person to pay cash or give a note drawing interest, while another buys on open account and pays no interest?

"All goods must be settled for by cash or note before leaving our place of business."

The Nebraska concern will not need to publish any statement like the Manitoba dealer a year from now.

New Catalogs

We recently received a copy of the new catalog of the Advance-Rumely Thresher Co., La Porte, Ind., covering their 1917 line. There is something very substantial about this Advance - Rumely catalog. This organization has never spared any expense in producing literature, but they seem

to have excelled themselves this year in the completeness and attractiveness of the catalog just issued.

It covers fully, with descriptive matter and illustrations, the construction and operation of its various machines with full specifications and equipment in each case, and no dealer who is interested in heavy line machinery can ask for a catalog which will give him more information than this Advance - Rumely catalog. Of course, to the dealer who holds a 1917 Advance - Rumely agency contract, the book is especially valuable.

The Advance-Rumely Co. is naturally anxious of getting a copy of their catalog into the hands of every interested dealer. If you have not received a copy, send your name and address to the nearest Advance - Rumely branch house.

* * *

The Renfrew Machinery Co., Renfrew, Ont., manufacturers of the Renfrew Cream Separator, has issued a calendar of more than artistic appearance.

* * *

The Swedish Separator Co., Chicago, Ill., has recently published a new catalog illustrating and describing in detail the Viking cream separator. The great success of these separators in the past two years should bespeak the interest of the implement dealer in their mechanical design and efficiency. These features are fully covered in the catalog, which can be procured by writing the Swedish Separator Co., 515 South Fifth Ave., Chicago, Ill.

Massey-Harris Hanger

We are in receipt of the 1917 calendar published by the Massey-Harris Co., Toronto. This hanger is designed in sections covering four months, and above the months are artistically shown the Massey - Harris implements suitable to the season, in full operation. The various machines are finely illustrated in natural colors and are an excellent example of the printers' art.

At the back of the hanger is illustrated the individual machines in the Massey-Harris line. This calendar will be greatly appreciated by Massey-Harris dealers and by users of Massey-Harris machinery.

Factory Extensions in Peoria

Peoria, Illinois, the implement city, is witnessing some big preparations for 1917 business among the manufacturers located therein.

The Avery Company, manufacturers of tractors and plows, are building and adding to their already huge tractor factory. They are spending over a quarter of a million dollars on a new foundry, which, when completed, will be the most modern foundry on the continent. Melting will be done by electric furnaces.

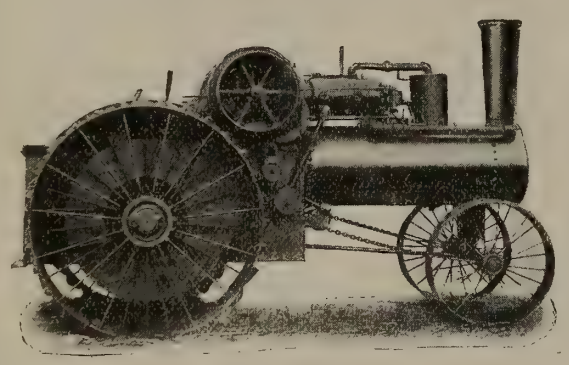
The Nichols & Shepard Co., makers of threshing machinery, are building a huge branch house and warehouse, some 140 feet square, to take care of their rapidly increasing trade.

An Important Factor

If the merchant expects to make a success of his business he must sell his goods at a reasonable percentage of profit, and if the goods are to be sold, in whole, or partly, on credit he must look after and get in collections promptly. No matter what per cent of profit he figures on a line, he is losing money unless he gets interest on every account for the extra time it runs. Overhead expense is practically the same whether business is good or bad, and overhead expense must be considered on every item sold the year around.

Get into the Top-Notch Class!

Be the Dealer in Your Town to Sell the Old Established Fairbanks - Morse Line



Always to the Fore with Live Sellers— Up-To-Date Goods that are Keenly in Demand AND STICK WHEN SOLD

NOT A STEAM ENGINE, but the Greatest Kerosene Tractor Ever Built

Here's Part of the List!

TYPE "Z" STATIONARY ENGINE. The "Wonder at the Price." 1½ h.p. Gasoline—Larger sizes all Kerosene, Throttling-Governor Engines. Positively the biggest achievement in the history of the Gas Engine business. Quality Engines at prices that annihilate competition.

FAIRBANKS-MORSE COMBINATION THRESHERS—Fastest and cleanest Separator made. Fitted with all attachments and driven by a 20 h.p. Twin Cylinder Kerosene Engine. Or with Hand Feed, Windstacker, and 15 h.p. Kerosene Engine.

TOWNSEND 10-20 and 12-25 h.p. KEROSENE TRACTORS—The Engine with the "Boiler Frame." Strongest construction conceivable. With the Fairbanks-Morse 24 ins. x 46 ins. Standard Separator—with 16-bar cylinder and steel body—you offer an absolutely unbeatable outfit.

FAIRBANKS SCALES—The World's Standard of Accurate Weighing. **CYCLONE PORTABLE GRAIN ELEVATOR**—Steel Elevator Leg, Chain Conveyor—Top Drive from outside. An unparallelled success in 1916. Built by the makers of Perfection Registers.

ECLIPSE WINDMILLS—ELECTRIC LIGHTING PLANTS—FAIRDAY WASHERS—RED JACKET PUMPS—GRINDERS— WOOD SAWS—PUMP JACKS—ALL STRONG SELLING LINES AT RIGHT PRICES

VISIT US BONSPIEL WEEK—If you're already a Fairbanks-Morse Dealer, we'd like the opportunity of congratulating you on your big success in 1916. You'll want to see the splendid line-up for this year. If you're not yet one of the enthusiasts and we have no live dealer in your town, here's a magnificent opportunity to increase your Profits—and Prestige, too.

The Canadian Fairbanks-Morse Co., Limited

300-310 PRINCESS STREET

SASKATOON WINNIPEG CALGARY

Canada's 1916 Field Crop Value Over 800 Million Dollars

On January 21st the census and statistics office, at Ottawa, issued their annual estimate of the yield, quality and value of the 1916 grain crop of Canada. The total harvested areas and the total production of the principal grain crops of Canada in 1915 and 1916, as corrected by the census returns of 1916, are now estimated as follows:

Wheat—1915, 14,675,300 acres; 1916, 12,879,500 acres. Yield: 1915, 426,746,600 bushels; 1916, 220,367,000 bushels.

Oats—1915, 11,424,000 acres; 1916, 9,835,100 acres. Yield: 1915, 523,684,400 bushels; 1916, 351,174,000 bushels.

Barley—1915, 1,707,650 acres; 1916, 1,651,100 acres. Yield: 1915, 60,699,100 bushels; 1916, 41,318,000 bushels.

For other crops the estimated total production in 1916 is as follows:

Rye, 2,896,400 bushels; flax, 7,122,300 bushels; peas, 2,172,400 bushels from 150,280 acres; beans, 412,600 bushels from 32,500 acres; buckwheat, 5,976,000 bushels from 341,500 acres; mixed grains, 10,077,000 bushels from 397,770 acres; and corn for husking, 6,282,000 bushels from 173,000 acres.

The average yield per acre of the principal grain crops for 1916 are in bushels as follows: Fall wheat, 21½; spring wheat, 16⅜; all wheat, 17; oats, 35¾; barley, 25; rye, 20; peas, 14½; beans, 12¾; buckwheat, 17½; mixed grains, 25¼; flax seed, 1¾.

For wheat, oats, barley and flax the yields are average, although lower than the yields of 1915, a record year. Offsetting the low yields and grades is the increase in the average prices received, which are higher than those of 1915 or 1914. Fall wheat, 1916, $1.53; 1915, 91c. Spring wheat, 1916, $1.29; 1915, 82c. All wheat, $1.31, as against 83c. Oats, 53c., against 34c. Barley, 82c., against 49c. Rye, $1.11, against 79c. Flax seed, $2.05, against $1.50.

The total value of the leading grain crops of 1916 are estimated as follows: Wheat, $289,374,000; oats, $187,759,000; barley, $34,010,000; rye, $3,205,800; peas, $4,816,000; beans, $2,228,000; buckwheat, $6,375,000; mixed grains, $9,076,300; flax seed, $14,581,300; total, $558,172,400. Including the root and fodder crops, the total value of Canada's field crops for 1916 is estimated as $808,054,000, as compared with $841,297,500 in 1915. With the exception of 1915, this exceeds crop values of any previous year.

GOVT. ESTIMATE OF CANADA'S LEADING GRAIN CROPS IN 1916

CROP	ACREAGE	YIELD, BUS.	AVERAGE PER ACRE	VALUE	BUS. IN 1915
Wheat	12,879,500	220,367,000	17	$289,374,000	426,746,000
Oats	9,835,100	351,174,000	35¾	187,759,000	523,684,400
Barley	1,651,100	41,318,000	25	34,010,000	60,699,100

INCLUDING ALL FIELD CROPS	VALUE, 1916	VALUE, 1915
All Grains	$558,172,400	$611,789,900
Potatoes and Sugar Beets	50,094,000	36,739,500
Fodder Crops	199,787,600	192,768,100
Total Field Crop Value	$808,054,000	$841,297,500

Bigger Hay Tools

The hardware or implement dealers now handling hay tools have a decided advantage over their predecessors who were pioneers in the introduction of this class of implements, in that they do not have to acquaint the farmers with the advantages of using them and have outfits of larger capacity and greater strength, at the same price or even less price than those originally introduced. If the dealer will investigate, he will find farmers in his locality who are using some of the outfits of small capacity. He should have no difficulty in influencing the farmer to purchase a larger unloader by which he can use either two forks or slings and thus elevating his hay or grain from the wagon to the mow in one-third less time than he has been doing with the outfit he now has.

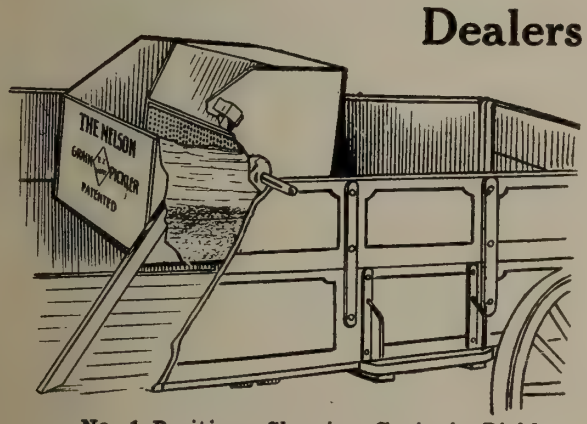
A packing house is the greatest memorial to the skunk ever erected by man.

London "Handy" Concrete Mixer

Pays for itself in fifteen days' use. It mixes any kind of concrete or mortar. Send for catalog No. 1K. London Concrete Machinery Co., Dept. K., London, Ontario. World's Largest Manufacturers of Concrete Machinery.

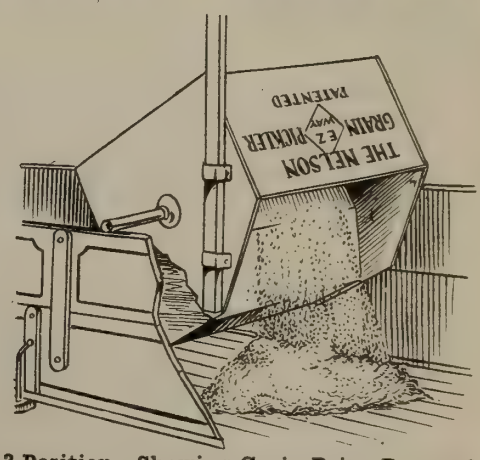
"Nelson" Galvanized E-Z WAY Grain Pickler

Dealers Wanted



No. 1 Position—Showing Grain in Pickle

No. 2 Position—Showing Grain Draining



No. 3 Position—Showing Grain Being Dumped

ALL GRAIN THOROUGHLY IMMERSED AND NO SOLUTION WASTED

Can you think of anything more simple and efficient? No cranks to turn or parts to get out of order. You simply put solution into pickler, shovel in grain, give pickler one-quarter turn to let grain drain a few seconds, then dump and turn pickler back into position for the next lot of grain. One man can easily pickle 100 bushels per hour. Pickler can be placed in wagon box, as shown or on stand in granary. Retail price only **$11.00** net cash with order, and we guarantee every pickler to work satisfactorily or money refunded.

RELIABLE DEALERS WANTED AT ONCE! ORDER NOW as this Season's Supply is Limited

THIS PICKLER WILL BE ON DEMONSTRATION IN WINNIPEG, AT THE FORUM BLOCK, DURING BONSPIEL

THE METAL SHINGLE & SIDING COMPANY, LIMITED

WINNIPEG SASKATOON CALGARY

GOOD AGENTS WANTED

Please send Particulars to

Name .....

Address .....

.....

The Metal Shingle & Siding Co., Limited
WINNIPEG

Sisal Fibre Combine Declared a Monopoly

The United States Senate Committee, formed to investigate the sisal fibre and binder twine situation, issued its findings on January 10th. The committee report covers two thousand pages, but the evidence before the committee and the investigation produced the following facts:

That the Yucatan fibre commission is a monopoly, controlling absolutely the sisal fibre supply of Yucatan. The legal status of the combination of this monopoly and the Pan-American Commission Corporation — the American bankers company financing the monopoly — is doubtful and should be investigated by the U.S. Department of Justice.

That the U.S. Department of State should endeavor to obtain, via diplomatic channels, some measure of relief from the exorbitant prices asked for fibre. American farmers should make every effort to find a suitable substitute for sisal which can be grown in the U.S., that they may defy the foreign monopoly.

The monopoly, through its attorneys, charged that certain large twine interests in the United States had a virtual monopoly of the sale of sisal fibre and found that no combination existed in the sale of either fibre or twine, except that maintained by the Yucatan fibre commission.

The price of twine in the United States is based on the cost of the raw material, and the manufacturers of twine have not made exorbitant profit. There is, and has been, active competition in the sale of twine, says the report.

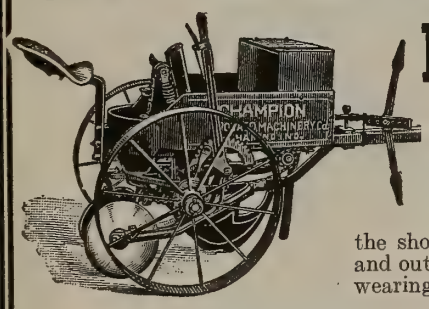
It is pointed out that the Yucatan sisal market was competitive until the Comision Reguladora obtained control. Smaller manufacturers and state prisons bought their fibre as cheaply as the two large twine manufacturing concerns in the United States.

The report says that since the committee's hearings were held the price of sisal has been advanced from 7⅜ cents to 14½ cents a pound, making "an annual increased cost to the American people of more than $26,000,000, and a direct increased cost to the farmers on the amount used for binder twine of more than $19,000,000."

While conceding that the Yucatan fibre commission is a monopoly, the Senate Committee point out that it is beyond the territory of the United States, and it is difficult to see how it can be reached. However, the committee adds, possibly the acts of the United States' agents of the trust may come within scope of U.S. anti-trust laws.

This report is the result of an investigation called by the government in response to the demands made by a dealers' trade paper in Chicago, Farm Implement News, by the various dealers' associations affiliated with the National Federation, and by many individual dealers.

OK CANADIAN AUTOMATIC Potato Planter



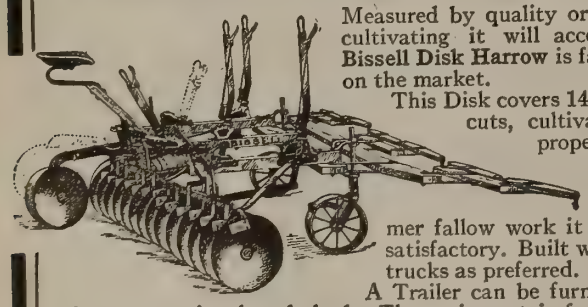
No. 22 is entirely automatic, requires but one man to operate. It opens the trench, drops the seed, covers it and marks for the next row all in one operation. One lever raises and lowers the shoe and disc, and puts the machine in and out of gear. Being simple it has but few wearing parts. It is strong and durable.

TRANSFER HOUSE AT WINNIPEG
Write To-Day for 1917 Contract

Canadian Potato Machinery Co. Ltd.
GALT, ONTARIO

To Work the Various Soils of the West Properly, You Want a

Bissell Disk Harrow



Measured by quality or by the amount of cultivating it will accomplish, the 28x16 Bissell Disk Harrow is far ahead of any other on the market.

This Disk covers 14 feet at one sweep—cuts, cultivates, pulverizes and properly turns the surface of the soil. It will penetrate as deep as required. For summer fallow work it is speedy and very satisfactory. Built with long poles or fore trucks as preferred.

A Trailer can be furnished for cutting out the centre strip when desired. The equipment is for six horses, and the draft is light for the first-class work it does. Gangs are in four sections and made flexible to conform to uneven ground.

DISK PLATES are the tried and proven special BISSELL shape. They reach well under, giving the soil a good turning over.

Write any of the John Deere Plow Co., Ltd. Branches, addressing Dept. E

MANUFACTURED EXCLUSIVELY BY 90

T. E. BISSELL CO., Limited, ELORA, ONT.

Cushman Combination Threshers

The Cushman Motor Works of Canada, Winnipeg, are announcing their 1917 model combination threshing outfit. Last year the demand for Cushman outfits far exceeded the supply, and the company are already hard at work turning out their machines for the 1917 harvest. This outfit was thoroughly tested and tried during the months of October and November last year, at a time when the sheaves were damp, and the company states that its work under most adverse conditions far outshone their greatest expectations.

The 1917 Cushman has several new features in their outfit this year, which make it, if possible, better than ever before. The Cushman light weight engines which drive the Lincoln separators, are now set upon a sliding adjustable base so that the belt tension can be varied with no trouble. The frame of the outfit has been strengthened and an improved system of bracing is used which, it is claimed. practically does away with vibration in the machine.

Exceptional care has been taken to have the 1917 Cushman outfit as simple as possible, while the high grade of materials throughout ensures durability to the customer. The frame of the separator, for instance, is built of oak and maple, while the cylinder is built upon a heavy 2-inch steel shaft with heavy cast heads and centre ring. Revolving decks are used—a system known to be without equal in separating the straw from the grain.

An elevator of ample capacity and a side fan wind stacker with ample blast to carry out the heaviest straw are noticeable features. The self feeder is of a very simple type, having two sets of rotating knives, the first of which cuts the band and opens the sheaves, the second distributing the straw into the cylinder evenly. An automatic governing device controls the mechanism so as to prevent overloading.

The various sizes of these combination threshing outfits are driven by the well-known Cushman light-weight engine in different horse powers. These high speed engines have practically no vibration and are ideal for use in an individual threshing machine. The Cushman company state that during Bonspiel they will have their new threshers on view, also a full line of their goods. They cordially invite dealers to visit their new headquarters on Whyte Avenue and Vine Street, Winnipeg.

Maytag Men at Convention

Recently the Maytag Co., Newton, Iowa, held a convention and salesmen's rally, which was attended by over sixty salesmen and branch managers. The Maytag organization is well known to dealers as manufacturers of self feeders, washing machines, hay presses, etc. Manager C. E. Lyday, of the Winnipeg branch, attended the convention, accompanied by the following travellers from Western Canadian territory: John Brunner, C. W. Gilson and C. H. Gould.

The I H C Almanac

The farmer is a mighty hard man to get up a compendium of knowledge for. His calling has so many sides to it that a veritable textbook of science is necessary. He needs to know about biology, live stock, anatomy, internal combustion engines, soil contents, crop rotation, manure values, concrete construction, fence construction, botany and farm bookkeeping — to mention only a very few subjects.

All of these, and several hundred other subjects are dealt with in the 1917 Farmers' Almanac, published by the International Harvester Co. The harvester concern have sent out 2,500,000 copies of the 1917 edition. It cost about $14,000 more this year than ordinarily to buy the paper alone, for paper has rivalled steel in the price it has attained. Yet the farmers seem to appreciate the I H C Almanac, for the edition is already exhausted. The almanac is one of the oldest institutions on earth, and the I H C is, without doubt, the best almanac produced for the farm home.

The Readjustment of Values

Extracts from an Address by George A. Ranney, International Harvester Company

In talking of the necessary advances in price in the farm implement industry, Mr. Ranney stated that it is hardly proper to term these advances "increases in prices," for as a matter of fact they are readjustments of values. The value of practically every commodity has advanced, and the prices of agricultural implements are now being adjusted in conformity with the value of the commodities entering into their manufacture.

The value of all crops on Nov. 1st, 1916, was 43.7 per cent higher than the year before, and 40.2 per cent higher than the average for the previous five years. The production of all crops for 1916 was 15 per cent lower than the aggregate production for the previous year and 3 per cent lower than the average of the preceding five years.

In the harvester organization, as in other farm machinery manufacturing concerns, a large part of the machines are seasonable, and nothing that is manufactured can be produced on short notice. "We are obliged," said Mr. Ranney, "to contract for our materials many months in advance."

The principal materials used in the manufacture of our goods are steel, pig iron, cotton duck and lumber. What has happened to these since 1914?

Steel in 1914 was $1.15 a hundred; the price to-day is $3 in the United States, an advance of 161 per cent. The capacity of the U.S. steel mills is fully booked up for the first six months of 1917, and a large proportion of the tonnage for the latter half has already been contracted for.

Pig iron, of which we use tens of thousands of tons, has increased 135 per cent since 1914. Cotton duck, used extensively on grain binders, has gone up in price 103 per cent since 1914. Lumber has advanced 18 per cent in the last three years.

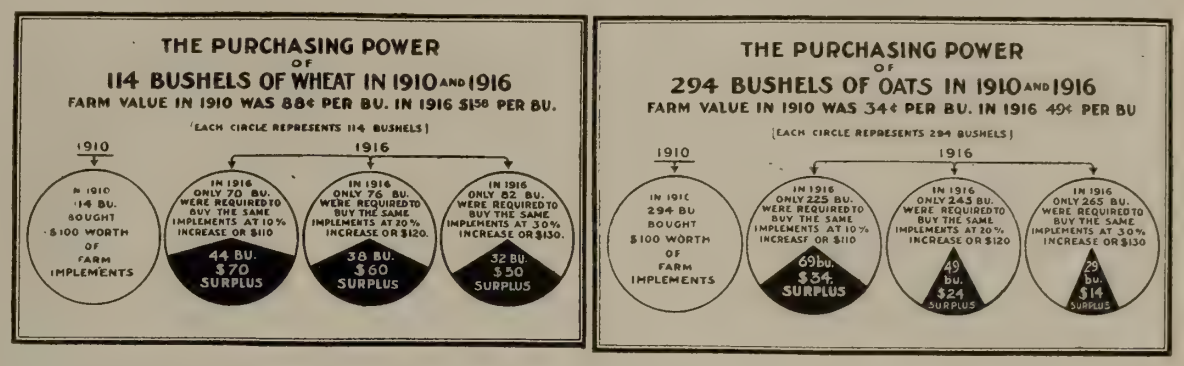
Besides these raw materials, a large number of other commodities are necessary. In these miscellaneous lines, the market has increased 43 per cent over 1914.

There are three important items in the cost of any manufactured article—material, direct labor and burden. The average hourly rate of our labor has increased 25 per cent since 1914, which, on the basis of normal production, adds approximately $5,000,000 a year to our payroll. Burden comprises all costs other than material and direct labor. Fuel is an important burden item. On the basis of the present markets the average price of coal has increased about 143 per cent since 1914.

These figures give a fair idea of the rapid and great increase in the prices of materials and labor entering into the manufacture of our machines. On the basis of a normal production in the harvester companies' plants in the U.S. and Canada, the increased cost of labor and materials (excluding twine), based on the present market, calls for the expenditure of approximately $20,000,000 more than would have been required in 1914.

The prices that the farmer has been receiving for his produce has been rising steadily, and we believe that he has not only been well prepared for an increase in the cost of his machinery, but actually expects it.

Values must readjust themselves. These increased prices or readjustments of values really started with the product of the soil; and the implement industry,


THE PURCHASING POWER
OF
114 BUSHELS OF WHEAT IN 1910 AND 1916
FARM VALUE IN 1910 WAS 88¢ PER BU. IN 1916 $1.58 PER BU.
(EACH CIRCLE REPRESENTS 114 BUSHELS)
1910
1916
IN 1910 114 BU. BOUGHT $100 WORTH OF FARM IMPLEMENTS
IN 1916 ONLY 70 BU. WERE REQUIRED TO BUY THE SAME IMPLEMENTS AT 10% INCREASE OR $110
44 BU. $70 SURPLUS
IN 1916 ONLY 76 BU. WERE REQUIRED TO BUY THE SAME IMPLEMENTS AT 20% INCREASE OR $120.
38 BU. $60 SURPLUS
IN 1916 ONLY 82 BU. WERE REQUIRED TO BUY THE SAME IMPLEMENTS AT 30% INCREASE OR $130.
32 BU. $50 SURPLUS
THE PURCHASING POWER
OF
294 BUSHELS OF OATS IN 1910 AND 1916
FARM VALUE IN 1910 WAS 34¢ PER BU. IN 1916 49¢ PER BU
(EACH CIRCLE REPRESENTS 294 BUSHELS)
1910
1916
IN 1910 294 BU BOUGHT $100 WORTH OF FARM IMPLEMENTS
IN 1916 ONLY 225 BU. WERE REQUIRED TO BUY THE SAME IMPLEMENTS AT 10% INCREASE OR $110
69 BU. $34 SURPLUS
IN 1916 ONLY 245 BU. WERE REQUIRED TO BUY THE SAME IMPLEMENTS AT 20% INCREASE OR $120
49 BU. $24 SURPLUS
IN 1916 ONLY 265 BU. WERE REQUIRED TO BUY THE SAME IMPLEMENTS AT 30% INCREASE OR $130
29 BU. $14 SURPLUS

DEALERS!

Side step your slack season. Sell the

"Viola"

The Wonderful Violin Tone Phonograph

Equal in appearance, mechanism and tone to any $150 cabinet phonograph, and sells for less than half the price, with a handsome profit for the dealer. Place it alongside the best machine, and you will sell the "Viola." Have a "Viola" in your store and big, easy profits are yours. Your own family may want one.

Every Machine Absolutely Guaranteed

Hundreds of prospects are right in your district. They want a quality machine at a moderate cost. That's the "Viola."

We carry a large stock of the finest quality Canadian made double disc records.

The "Viola" makes "Nights of Gladness" in Every Home.

GET THIS AGENCY

Exclusive Sales rights in each district, although we do not insist on "Viola" dealers handling our goods exclusively. Write or wire at once for the "Viola" agency in your town.

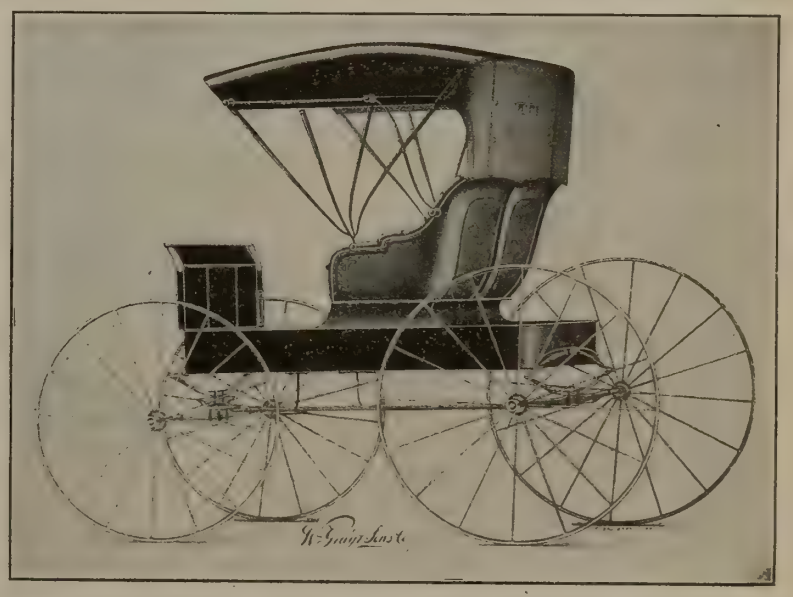
SOLD IN CANADA EXCLUSIVELY BY

The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG, MAN.

Increase Your Buggy Business

Investigate the Old, Reliable GRAY LINE Our Agency Offer Will Interest You



The Gray Line of Vehicles embodies more Special Features and Strong Selling Points than any other vehicle line offered the Dealer. You cannot sell better at any price.

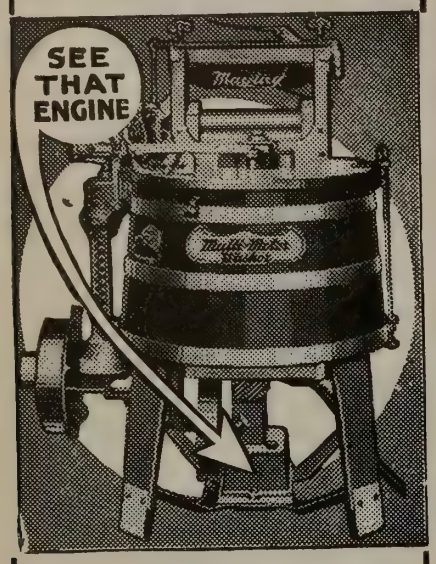
ASK FOR LITERATURE AND AGENCY PROPOSITION

We manufacture Buggies, Sleighs, Fanning Mills, Scales, Kitchen Cabinets. Are we represented in your territory? If not, write—

GRAY-CAMPBELL, LIMITED

MOOSE JAW, SASK.

Maytag Multi-Motor Washer



What the Maytag Multi-Motor Washer Will Do

It operates the washer and wringer. It will operate the sewing machine, churn, cream separator or any other small machine that does not require more than ½ H.P.

Now Ready! Something entirely new! Looks good—"makes good"—sells on sight! Every woman wants one! No competition! Only Multi-Motor Washer on the market!

The secret is in the light, powerful, compact little motor that is mounted right on the washer.

DEALERS:

While in Winnipeg at the Bonspiel, visit us and see the Maytag Multi-Motor Washer. Office, corner Logan and Arlington. We want a live representative in each of the few towns where not represented.

The Maytag Multi-Motor Washer is breaking all sales records for us, so, it must be selling fast for our dealers.

The price fits the moderate purse, but puts a generous profit in your pocket. Get some of this good business. Be the FIRST one to supply the demand in your town.

Now listen! Some live, progressive dealer in your territory is going to make BIG MONEY handling the Maytag Multi-Motor Washer—and it might as well be YOU.

You positively CAN sell this washer and, if you don't, your competitor will—and pocket the profits. Get in on this while the "getting" is good. Remember, the proof of progressiveness is showing new things FIRST. Get this exclusive contract.

If you are in business in Alberta, write to the Merchant Hardware Specialties, Ltd., Calgary, for full particulars.

The Maytag Company Limited

Logan and Arlington

WINNIPEG MAN.

by the necessary readjustment of prices of its products, is completing the circle of the readjustment of values.

Take corn, for instance. In 1910, 208 bushels of corn at 48c. a bushel were required to buy $100 worth of farm implements. The same amount of corn in 1916 at 85c. a bushel would not only pay for this $100 worth of implements, with a 10 per cent increase in price, but would leave a cash surplus of $66. These implements with a 20 per cent increase would cost $120, but could be purchased with 141 bushels of corn, leaving 67 bushels, or $57, as the increased buying power of that commodity. Figures for oats and wheat are graphically shown in the charts on this page.

Increased costs in the manufacture of farm machinery call for a much larger outlay of money than heretofore. We have to pay cash for our material and labor, while the farmer receives cash for everything he sells.

In the past the implement industry has been the banker who held the bag. Methods of doing business are, however, rapidly changing, the tendency being toward a cash basis, and this company shall be no exception to the forward movement. Implement dealers who are alive to the advantages of a promissory note over a book account as a basis of credit will be quick to change their business methods and take the farmer's note at the time the sale is made. Following this plan, dealers would soon put their business on a more profitable and stable basis.

Systems of Distribution

In a recent address, George W. Collins, a Kansas dealer, outlined vividly the distinction between co-operative and community distribution of goods.

"Co-operative distribution," said he, "is not that maintained by farmers' selling organizations. It is the scheme of distribution that recognizes the manufacturer who produces the goods — the jobber who warehouses them and breaks the factory shipments up into convenient quantities for the retailers' use, and the retailer, who, in turn, furnishes the finished machine, singly, to the user with the necessary service of instruction and installation and who is the active guarantor to the consumer of the reliability of the machine. Community distribution eliminates the jobber and the retailer, and as a very natural sequence, will eliminate the manufacturer, if we carry the thought to its logical conclusion.

"There is, in my opinion, a big change coming in the handling of implements from the retailer's standpoint, and with it will come a much more satisfactory relation between the manufacturer and dealer and between the dealer and customer. We will be on a near cash basis soon, and it will be the best thing that can happen to us. The time is past when nobody expected the farmer to pay cash. All of us have been blamed near buried in the same sarcophagus of unwise and unreasonable credits!"

The Trade Situation

The majority of the large machine concerns did as large or larger a trade in 1916 as in 1915. Volume of business may have been a little less, but in value the sales were as great or greater. A good spring trade is looked forward to in all territories, since the purchasing power of the farmer is so high, and measured in the commodities he has to sell, not in dollars and cents, implements are cheaper than they were.

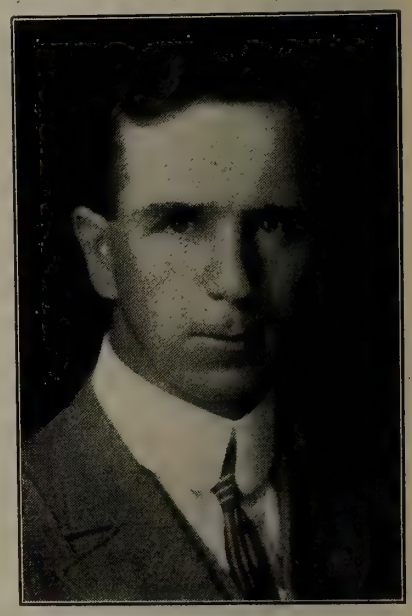
"The Homesteaders"

Rudyard Kipling, in his days of editorial work in India, wrote lustily, in both prose and verse, of the type of globe-trotter who spent six weeks in India and then published a comprehensive volume, in which was solved every economic and racial problem which had for half a century aged before their time the members of the India Civil Service.

In like manner writers have written books purporting to describe the lives of the folks of our West Canadian prairies—books which may ring true to the reader in London, or for that matter in Eastern Canada—but which seem but grotesque fiction to the man who knows and has lived on and loved our Western prairies.

Gilbert Parker gave us prairie scenes in his tales of Pierre; Mrs. McClung and Ralph Connor have added to the literature of the prairies, and Robert W. Service has been the Kipling of the Yukon. In their various spheres these authors have made valuable additions to Canadian literature, but it remained for a quiet little man in Calgary to write for we prairie people books which make one involuntarily exclaim—"This is the living truth, and a story of mine own people!"

Robert J. C. Stead, of Calgary, is already known as a virile and powerful writer. His books of verse are a landmark in Canadian poesy, and his verses



ROBERT J. C. STEAD, Calgary
Author of "The Homesteaders"

on the death of Kitchener will live as long as men will remember that silent army builder.

Two years ago Mr. Stead published his first novel, "The Bail Jumper," which at that time we reviewed in these pages. That story won a unique success as being a concept hitherto unobtained of the workaday lives of the prairie folks. The immense sale of this book in the West showed that Western Canadian book lovers had at last found an author who wrote with sympathetic and intimate knowledge of that which they knew and loved.

Then we sat back and waited—not in vain! In his book recently published, "The Homesteaders," Mr. Stead has struck a still higher level of literary excellence. The opening chapter is a masterpiece of the writer's art, and clear through the book runs an engrossing interest that carries to the end with a feeling that this story will live. Opening in the days of the Manitoba land boom, in 1882, the theme of the tale covers a period of 25 years, ending up in Alberta as it was a few years ago. No, we won't outline the plot of the story, but everyone who wants to read a tale by a man who knows and has lived amongst the people of the prairie should place an order for this book with their local bookseller. It is published by the Musson Book Co., Toronto.

In the midst of a strenuous business career, it speaks volumes for Mr. Stead's literary ability that he can pen for the reading public such a book as "The Homesteaders." Even as Ian Maclaren and J. M. Barrie have given the world the quaint beauty of Scottish rural life, so has Robert J. C. Stead written for the great book-loving public a story that will live as a vibrant and lifelike representation of the lives, struggles, sorrows and successes of the homesteaders of our far-flung Canadian prairies. We look forward with keen interest to his literary future.

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.

The Cream of the Business

Did you ever stop to think where the dairy industry would be if there were no cream separators? Some of us recall the old methods of setting milk in cans or pans and losing a good part of the cream in the skimmed milk. Yes—there are some localities where these methods are still followed to some extent, but the alert dealer does not allow them to exist very long. The hand separator shows such a remarkable gain in profit over these old systems that no reasonable man can possibly afford to continue handling milk in this way. Remember the follow-up folders we send to your customers are classified so that the non-user gets the ones especially prepared to show him why he cannot afford to get along without a cream separator.

The present year offers wonderful possibilities in the way of bigger and better separator sales and we sincerely hope that every De Laval agent will resolve to make every effort to show a marked increase in sales. We were never in a better position to offer real constructive sales co-operation and suggest here and now that we all get together in a big drive for a real record—preparing the way for each personal call by having it preceded by the right kind of advertising and educational matter.

There is no good reason why every good and loyal De Laval agent should not get the lion's share of the separator business in every community—not only the business that is ready to be sold, but the business that is waiting to be sold.—De Laval Monthly.

Cattle in the West

In the past there has been a serious drain from the live stock centres of the Canadian West of our best breeding and feeding stock. The best of the young cattle went south to the United States farms to be finished. The action of the Department of Agriculture in conjunction with the bankers, is in a large degree responsible for a more satisfactory condition this winter.

From the Winnipeg stock yards, during September, October and November, 1915, no less than 26,132 cattle were sent to the United States, while only 3,524 went to Western farms. Compare this with conditions in the same months of 1916, when only 12,945 cattle went south, while 15,216 were sent to the farms of Western Canada. The demand for good breeding heifers last year in the West considerably exceeded the supply. The Western farmer has awakened to the value of live stock, and of the steady revenue it brings. In the future the dealer should find it easy to build sales of barn and dairy equipment in many areas where formerly grain growing was supreme.

Milking the Herd by Machinery

It is estimated by the U.S. Dept. of Agriculture that with the average small herd of 15 cows or less it costs more per cow to milk by machine than by hand, yet it does not necessarily follow that the machine is an unprofitable investment on all farms on which such small herds are kept. Records of 32 farms with herds of 15 cows show that the milker was found to effect an annual saving of $2.63 per cow.

The time saved by the machine milker increases in proportion to the size of the herd, according to tests carried out.

With herds of 15 cows or less the average time required to milk a cow by hand is a fraction over seven minutes; by machine a fraction under five minutes.

With herds of over 50 cows it takes slightly under seven minutes to milk a cow by hand and but 4.15 minutes by machine.

With herds of over 50 cows one man with a machine milks on the average about 28 cows per milking as against 17 where the milking is done by hand.

With increase in the size of the herd the cost per cow of hand milking changes very little, while the cost per cow of machine milking decreases rapidly.

With herds of 15 cows or less the average cost of milking per cow by hand is $10.97 per year, as against $10.45 in herds of 50 or more.

With herds of 15 cows or less the average cost of milking per cow by machine is $11.77 per year as against $7.34 for herds of 50 or over.

That Blockade Works!

United States consulates in Germany report that the total value of exports for the United States from Germany during 1916 was $8,349,902, as against $39,967,183 for 1915. The value of the British naval blockade, in this respect alone, amounts to $2,617,281. Pity it had not been in vogue sooner.

The Two Best Picklers on the Market—

THE AUTOMATIC GRAIN PICKLER

A Big Opportunity for the Dealer

This is the only machine of its kind in use. Handles grain at the rate of 135 bushels per hour. Light in weight. Perfect in action. Fully guaranteed. Substantially built. Thoroughly soaks, turns over and treats the grain.

GET THE AGENCY FOR THESE MACHINES

The Lincoln Smut Cleaner— a Perfect Pickling Machine

MADE IN TWO SIZES:

No. 3 machine handles 30-50 bushels per hour; No. 4 50-75 bushels. Sold on a positive guarantee to prevent smut.

This machine separates smut balls, wild oats, king heads, and all light seeds from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer is an exclusive feature. Strong, heavy construction. Rustless solution tanks of large capacity.

Write for Prices and Full Particulars

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

Dept. E., Whyte Ave. and Vine St., Winnipeg

There's Good Money for You

In the Viking Agency

An agency for the Viking Cream Separator is an asset—there's good money in it for you. Our agents, from British Columbia to Quebec, will tell you that as a selling proposition, the Viking can't be beat.

In mechanical construction, material, workmanship and finish, the Viking holds its own with the highest priced cream separators in the market. And the price at which you can sell it to your customers (with a good profit) will surprise both you and them.

Farmers are keen buyers nowadays; **they know values.** Show a customer a Viking—read him our guarantee—tell him to take the machine home and test its skimming qualities, its ease of operation, its simple cleaning, with any separator he ever heard of.

And then Tell him the Price

That's the way our dealers are knocking out competition and getting the separator business of their neighborhoods.

Write To-day for our Special Agency Proposition

It is the agency for "**a better separator for less money;**" a separator which gives satisfaction to your customers and makes you more profit on a smaller investment. Read these two letters—samples of the kind we are getting from all over Canada.

Ruthilda, Sask., Can.
Dec. 28, 1916.

My customers are very much pleased with the Viking. They all speak very highly of the machine, claiming it is perfect. They say that they don't know of any better machine at any price.

W. J. RAYMOND.

Gretna, Man., Can.
Dec. 23, 1916.

I want to tell you that the Viking Cream Separators I have sold this year have given the best of satisfaction. Not one complaint have I had. I expect to do a far larger trade in your line the coming season.

CHAS. WAHN.

DON'T DELAY—WRITE US TO-DAY

Get in your letter before someone else in your territory writes us. **It will give you an option on the Viking Agency** until you have had a chance to consider our proposition carefully; **it will not obligate you to anything.**

Territory is going fast! Write at once.

SWEDISH SEPARATOR COMPANY

515 South Fifth Avenue, - CHICAGO, Illinois

Large Stocks and Repairs at Montreal, Toronto and Winnipeg

— WE pay the war tax — not YOU —

THE NEW DE LAVAL

A Bigger and Better Cream Separator

THE NEW SELF-CENTERING DE LAVAL BOWL

Referring to the above illustration, the incoming milk is delivered into the central shaft at (1), whence it passes through tangential slots in the wall of the shaft into the enclosed gutters of the distributing device and from the lower ends of these gutters (2), which extend beyond the cream wall, is delivered into the neutral zone or separating disc space of the bowl, passing upward into the discs through a series of openings in same located above the distributing device inlets. Separation then takes place in the discs, the cream particles going toward the center and forming the cream wall (3), around the central shaft and distributing device and mounting upward to the point of discharge through the cream outlet, while the skim-milk passes outward beyond the discs (4) and is carried upward along the wall of the bowl to the points of discharge through the skim-milk outlets.

SOME OF THE POINTS OF SUPERIORITY OF THE NEW DE LAVAL

THE New De Laval bowl design and the new method of delivering the milk into the discs give increased capacity without increasing the weight or size of the bowl or increasing its speed. The incoming whole milk is delivered beyond the cream wall, and this, in conjunction with the improved design of the bowl, makes possible closer skimming than ever before, especially under the more difficult conditions of separation, such as skimming a very heavy cream or separating milk below usual temperature.

The much lower speed of the De Laval than other cream separators (in most cases from one-half to one-third less) insures minimum wear of gears and much longer life of the machine.

The New De Laval concave bottom, self-centering bowl is so designed and so supported by the detached spindle that it will run true and do perfect work even after long wear, the great importance of which every separator user will appreciate.

There are fewer discs in the New De Laval bowl, and all discs are unnumbered and are interchangeable.

By reason of its simpler construction and the fewer number of discs, the New De Laval bowl is more easily washed and cleansed.

All New De Lavals are automatically oiled, every moving part of the machine being bathed in a constant film of oil. There are no oil holes anywhere on the machine, and the sight feed oil cup on the top of the frame provides for a constant supply of fresh oil.

The gears, pinions and other moving parts of the De Laval are exceedingly simple in arrangement, substantial in dimensions and always interchangeable.

The De Laval tinware is sturdy and heavily tinned, well suited for long and hard wear, and easy to clean.

The low speed of the De Laval bowl, in combination with greater capacity for a given size and weight of bowl than is found in other separators and the automatic De Laval oiling system, make the De Laval the easiest separator to turn.

The De Laval Company, Ltd.

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Sole Distributors in Canada of the famous De Laval Cream Separators and Alpha Gas Engines. Manufacturers of Ideal Green Feed Silos. Catalogues of any of our lines mailed upon request.

WINNIPEG VANCOUVER MONTREAL PETERBORO

50,000 Branches and Local Agencies the World Over

THE NEW DE LAVAL

A Bigger and Better Cream Separator

The greatest improvement in cream separator construction in the last 30 years

THE De Laval Company has always been the leader in cream separator improvement and development and the New De Laval is the culmination of nearly forty years of experience and development by the largest and oldest cream separator concern in the world.

It is not the product of any one shop or any one country, but instead, of a dozen shops and as many countries; and the whole world's experience in the sale and use of separators.

The New De Laval has been subjected to the hardest kind of actual use conditions, and its superiority to former types of De Laval Cream Separators has been fully and completely demonstrated.

The increased efficiency of the New De Laval, in connection with its greater capacity, enables the dealer who sells De Lavals this year to give his customers bigger value for their money than ever before.

The De Laval has always been a winner, both for the man selling it and the man using it; and if you want to win the cream separator trade in your locality, the first thing to do is to tie up with the winner. There is no better time than right now to send in your application for the De Laval Contract.

The De Laval Company, Ltd.

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Sole distributors in Canada of the famous De Laval Cream Separators and Alpha Gas Engines. Manufacturers of Ideal Green Feed Silos. Catalogues of any of our lines mailed upon request.

WINNIPEG VANCOUVER MONTREAL PETERBORO

50,000 BRANCHES AND LOCAL AGENCIES THE WORLD OVER

Every NEW DE LAVAL equipped with a Bell Speed Indicator

The "warning signal" that insures proper speed.

The operation of a cream separator at the proper speed is of great importance in order to insure: (1), clean skimming; (2), cream of uniform thickness.

The De Laval Separator Company has spent a great deal of time and money in a thorough investigation of the matter of properly regulating the speed of the separator. Nine people out of ten turn the separator handle too slowly, and because this always means loss of cream and cream of uneven thickness, every cream separator should be equipped with a reliable speed indicator.

Every New De Laval is now so equipped. The De Laval Bell Speed Indicator is simple. It is accurate. It is reliable. There is nothing to wear out or get out of order. No matter who runs the New De Laval, the "warning signal" will tell you when the speed is not right. You hear it and do not need to see it.

Business Courses for Merchants

Some years ago the University of Minnesota inaugurated a short course of business instruction for retail merchants. So remarkable was the success of the idea that it has been copied and adapted by various universities and business organizations throughout the United States. In that country the merchants' short course is something that has come to stay. As a contemporary points out, merchandising is rapidly becoming more and more an exact science, governed and determined by certain definite business principles. The greater the knowledge the merchant possesses of those principles, the greater his chance of success.

In this line of effort, Western Canada has been singularly apathetic. We see it reported that a good many country retailers are to visit Minneapolis to take part in the merchandising schools held in that city. Why should this be? In our schemes of agricultural education, the farmer has short courses hurled at him all the year around. Even the parsons are not forgotten. But so far as the retail trade is concerned, the merchant might not exist.

It must be admitted that the institution of merchandising courses at our Western universities would greatly benefit the retailer. But no one seems to have even broached the subject. If the universities of the Western provinces cannot find time to show interest in such a project, could not the Boards of Trade in our leading cities, or even better, the Canadian Credit Men's Association do something towards the institution of short courses for merchants in the various lines? The educative advantages which would accrue to the merchant would surely lead to a betterment in retail business systems and policies that would justify the effort of inaugurating and carrying on such courses.

The World's Grain Crop in 1916

The International Institute of Agriculture, at Rome, points out that the world's wheat crop in 1916 will aggregate around 2,500,000,000 bushels, a yield of about 25 per cent less than in 1915, or about 93½ per cent of the five-year average. Comparison should not be made with the world's wheat yield of 1915, which was a record one. The rye crop was 103.9, or beyond the average. Barley, oats and maize are below the yields of 1915, but up to the five-year average.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

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CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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WINNIPEG, CANADA, FEBRUARY, 1917

The situation in regard to the wheat crop is ascribed to the poor crop in Argentina, only 50 per cent of the 1915 yield, while crop failure occurred in parts of Canada and the United States. The Australian wheat crop increased by 4 per cent.

Various factors tend to augment consumption of the world's surplus, and the Institute, comparing the probable world's consumption up to the ingathering of the crops in 1917, come to the conclusion that considerable drafts must be made upon the world's surplus to bridge the interval between harvests. It is, therefore, urgent that serious economies in consumption be undertaken, and that increased production be made in all grain growing countries.

The Power of the Trade Mark

In a sense the trade mark is historical. These old British manufacturing concerns pin as much faith to the efficiency of their trade mark in selling goods as they do to their hope of heaven! There's an antiquity and solidity about a trade mark that you can't put aside. What does it mean? Any farm implement concern that uses a trade mark adopted it as a symbol that would force the customer to think of their particular product whenever he sees it. There is more selling power in the average trade mark than any of us fully realize. With faith in the quality and stability of their goods the companies adopted and advertised their trade marks. They lay their goods before the public, every machine backed by all that their trade mark guarantees. It is a silent evidence that they are keeping up the standard of quality in their goods, and that a man can purchase them with the knowledge that he is getting value for one hundred cents on the dollar. A good trade mark is a profit builder for the man who sells the goods. There was only one bad trade mark in Canada. It read "Made in Germany," but it has practically disappeared.

Prices Advancing in U.S.

Some of the tillage implement concerns in the United States advanced their prices in the middle of January. Advances run from $1 to $2.50 on walking plows and ten per cent on sulky, gang and tractor plows. One concern advances 15 per cent on shares, eveners, cultivators, wood bar harrows and disc harrows; 10 per cent on corn machinery and rollers and pulverizers and 20 per cent on steel lever and spring tooth harrows. A net advance of $7.50 is announced on manure spreaders.

The Right Type of Professor

In Canada the average agricultural educationalist, when addressing farmers' organizations, invariably roots for the principle of co-operative buying. This may either be policy or merely lack of knowledge. Things are different in Kansas! Prof. Macklin, of the state agricultural college, is the man who teaches the benefit of co-operative farming in that institution. Last month he addressed a farmers' organization in Kansas, but, unlike our West Canadian professors, he kicked the bug of co-operative buying clear to pieces.

The professor showed that the average return in 1915 to farmer-shareholders in co-operative stores in the state was just $7.50. He declared that he was an advocate of co-operation, but that the farmers' co-operative problem was that of **selling**—not of **buying.** He declared that if a farmer, to "eliminate the middleman," saved 50 cents through co-operative buying, it was invariably at an expenditure of effort which if utilized in the direction of co-operative selling would have brought him $50! As regards the assertion by organized agriculture that retail merchants were grafters as regards profits, the professor said that if the co-operative store could only earn $7.50 per shareholder per annum, how could shareholders say that merchants asked exorbitant prices?

That co-operative buying by farmers will destroy the country town was a statement made, and that it was aimed, first and last, to eliminate the country merchant, "Yet," asked the professor, "if any man present lives 14 miles from a railroad and 30 miles from a town, would he not be ready to support the building up of a town at the nearest point to his farm?" To which every organized farmer assented. We want more professors like Prof. Macklin in Western Canada—men who fearlessly speak truth instead of pap-feeding their audiences with quack theories that would wipe the small town off the rural map.

The Average Cost of Doing Business

Every implement dealer is interested in the cost of doing business, and figures relating to the average cost of carrying on retail stores in various lines are valuable for purposes of comparison. Taking the average percentage of the running cost of a thousand retail establishments, we find the following in the lines indicated:

Dry goods, 23.05; hardware, 19.41; clothing, 20.27; boots and shoes, 23.22; groceries, 15.91; furniture, 23.91; drugs, 24.65; variety goods, 17.76 per cent.

In relation to this, it may be taken that the average overhead expense in a retail implement business is about 17 per cent. The figures given above give the relation between total expense and total sales, but it cannot be determined what they dictate, whether alleged high profits in some lines are due to low cost in relation to sales or to high percentage of profit per sale. In the jewellery business, for instance, many stores give their cost of doing business as ranging from 25 to 28 per cent, which would seem to show a high percentage of profit per sale. According to the above list, groceries, with an overhead of 15.91, would look like the most profitable line. Yet the drug store at 24.65, or the furniture man, with 23.91 per cent overhead, has a greater wealth per business than the grocer. The demand for groceries is staple—they must be bought—hence the lower cost per sale.

Still, in every line the actual costs of the retailer are rising. Better fixtures are demanded. A greater variety of goods must be stocked. Increased populations mean higher land values and hence higher store rents. To counteract this, a greater volume of business is done. Greater volume means speedier turnover and the latter means more profit per dollar invested. In the implement business, the higher cost of the goods must inevitably have an effect upon the cost of selling them, hence on the overhead cost of the average retail implement business. Still, at 17 to 18 per cent, and a fluctuating demand, the overhead expense in this business is reasonable compared with that in many retail lines—especially in those where credit business is unknown.

Personal Questions

There are a few questions that the dealer can profitably ask himself, and in their answering, he may find that truths are revealed that will surprise him. Have you ever taken the time to consider the following features in connection with your business:

What are the actual expenses of your business monthly?

Of the total expense which particular single item is the greatest? Why?

What are your monthly receipts?

Of the total receipts, which particular line of machines shows the largest amount?

Does the line which has brought you the most receipts, also bring you the greatest profits?

What percentage of your sales is spent for salaries, for advertising, etc.?

How much money is represented by the credit accounts on your books?

How much do you owe?

What is the approximate value of the stock you carry?

Can you tell which line of machines nets you the greatest clear profit each year?

Reducing Tractor Service

It will be a wise plan for the tractor dealer, and also for his customers, to realize that it pays to know the tractor from end to end before putting it to work on the farm. Tractor schools do good work, but every tractor dealer can carry on a tractor school. Let every customer learn how to operate, adjust and take care of the tractor before he finally takes it to his farm.

With the present simplicity of the light tractor, this is not so serious a job as either dealer or farmer may imagine. It requires just a little thought and effort on every tractor owner's part, and his thought and effort will be given attention just as soon as he realizes that if he only thinks so he can take care of his own tractor, at probably a cost of 5 per cent of what it would cost the manufacturer to do the same work, or at a cost of 10 per cent of what it would cost the local dealer to do the work.

The tractor buyer has had to pay for the service of experting, and less expert assistance on the part of manufacturers and dealers would tend to reduce the initial price of the machines. Besides this, very few farmers will admit that they are not capable of successfully operating good machinery, and they do not want to pay as much for their machines as the fellow who knows but little and cares but little as to how to operate it but depends upon his dealer to take care of him, yet he pays the same price as the fellow who takes care of his machine.

The biggest benefit of all to be derived is after the farmer has gained knowledge as to how to operate his tractor he will get more efficiency out of his machine, increase the life of it and make the price of it by being able to operate it during the season when it is needed the most instead of having it laid up waiting for some factory expert. This will also be the solution of the profit problem with the dealer and will enable him to increase his volume by having satisfied customers, or having to deal with a body of men who can operate their machines successfully and who know good machinery when they see it because of their knowledge of how it works and what attention it requires.

Business Mortality Decreases

Figures given by Dun's Review show that business is in a better condition financially than a year ago. During 1916, Canada's commercial failures numbered 1,685, with an aggregate indebtedness of $25,069,534. In 1915 there were 2,661 insolvent concerns with an indebtedness of $41,162,321. Bankruptcy in all the provinces except Prince Edward Island was less numerous in point of numbers of concerns who failed.

Basing Prices

At a recent implement dealers' convention in the Central States, a contemporary points out that every dealer who took part in the discussion of prices declared his intention of basing his prices on the current market value, that is on the price he would have to pay to replace the goods at the time of sale. In other words, it was considered advisable to let the price always be based on the cost to replace. This is the universal rule in the hardware and other lines.

Some day, points out this publication, there will be a decline in prices. It is sure to come! Then the dealer will have no option in the matter of pricing on the basis of the current market value. A force he cannot resist will compel him to reduce his prices to the basis of the cost to replace. If he does not take the advance now offered, how will he offset the inevitable loss on stock on hand when the decline comes?

What of Prices?

In 1915, wheat brought the Canadian farmer from $1 to $1.10 a bushel. In 1916 he got an average of $1.70 for his grain. How does this compare with the advance in the price of some metals in December, 1916, compared with December, 1915. Pig iron had advanced from $25 to $41 per ton; steel billets from $42.60 to $50.20; steel bars from $54.60 to $99; steel plate from $56 to $99. Yet these advances are by no means duplicated in the advanced prices of farm implements and machinery. Labor is scarce and never commanded higher wages. Abnormally high prices for raw material and higher cost in production do not counterbalance any advances made thus far.

Personal

R. Proven succeeds G. Krepps in an implement store at Brock.

Chas. R. Pitman has sold out his implement business at Morris.

A. G. Elliott has discontinued his implement business at Piapot.

The Kelowna Implement Co., Kelowna, B.C., is in liquidation.

Balfour Bros. are now carrying on an automobile agency in Saskatoon.

P. Sereda, a dealer at Wakaw, has sold out his business to E. L. Bakony.

Albert Wierzba succeeds C. F. Krossa in an implement business at Leduc.

Lincoln & Stoehr are a new implement firm doing business at Hazenmore.

Jansen & Cawley have opened a garage and auto agency business at Rosthern.

R. H. Brown has succeeded Purse & Gilligan in an implement business at Myrtle.

Cathro & Robertson recently opened an automobile agency business at Avonlea.

The firm of Fowler Bros., at Gravelbourg, has been dissolved. F. S. Fowler continues.

The Saskatchewan Hardware Co. has sold out its Bridgeford business to O. J. Cooley.

D. W. Benson has sold out his harness business at Earl Grey to a "waxie" named Peter Sauer.

A. M. Clements, the dealer at Lauder, has sold out his interests at that point to E. L. B. Joseph.

W. T. Vincent, the dealer at Stonewall, has taken the agency for Chevrolet cars for that district.

Hoffman & Mooney, implement dealers at Instow, have sold out their business to Fred. T. Dunford.

The firm of Westdahl & Bjarnason, automobile agents at Wynyard, is now known as Bjarnason & Goodman.

Sid Holton, agent at Parkman for the Cockshutt and I H C organizations paid us a visit when in the city recently.

Jas. Pennock is a new harness dealer at Griswold. He sold out his store at Tilston to Morden & Hamilton, harness dealers.

Peterson Bros. & Little, implement dealers at Norquay, have sold out their business at that point to a firm named Heskin & Cooper.

E. E. Lyday, manager of the Maytag Company, Winnipeg, recently returned from a business visit to the factories and head offices of his company at Newton, Iowa.

The firm of Angott & Rayner, auto agents at Morse, is now operating under the name of Angott Bros.

Partnership has been dissolved in the firm of Hodges & Forsythe, at Mortlach. John Hodges now has sole control of the stand.

A change has taken place in the firm of Thorpe & Davies, implement dealers at Asquith. The firm is now known as Davies & Knaggs.

P. Arnott, Regina, manager of the Advance-Rumely Thresher Co., recently visited the head office of his organization at La Porte, Ind.

McKenzie & Wright, implement dealers at Neville, have dissolved partnership. P. S. G. Wright now has sole control of the business.

R. L. Toepfer, a dealer at Alix, who carried on a butcher business in connection with implement stand, has sold out that side of his business.

Allan Jack, the well-known implement man at Lethbridge, was recently elected a director of the Northwest Commercial Travellers' Association.

N. O. Berne, the popular manager for the Regina branch of the John Deere Plow Co., recently returned from a two weeks' vacation in California.

Oswald Schreider carried on a livery and implement business at Estuary. He has sold out his livery stable and taken on extra lines of farm machinery.

The Canadian Western Foundry & Supply Co., Calgary, has made application to change the name of the company to the Canadian Western Mfg. Co.

N. B. Nelson has been appointed a tractor sales manager for the Minneapolis Steel & Machinery Co., Minneapolis. He has been in the employment of that company since 1903.

E. B. Gass, manager of the Regina branch of the International Harvester Co., returned in the middle of January from a visit to the head offices and factories of his company at Chicago.

E. J. Benedict, manager at Regina for the Emerson-Brantingham Implement Co., is back at his desk after a visit to the head office at Rockford, Ill. He looks forward to a good 1917 trade.

L. L. Brockett, formerly connected with the wholesale implement business in Winnipeg, has been appointed sales manager of the Maxwell Motor Car Co., for the West Canadian territory.

Our old friend, J. Morcombe, Cypress River, paid us a visit while in the city recently. Mr. Morcombe reports business as having been fair during the past year, but looks forward to a good trade this year.

S. B. Clary, of the Hart-Parr Co.'s Regina branch, has been transferred to the home office at Charles City, Iowa. He is succeeded by S. R. Ralston, formerly manager at Des Moines, Ia., for Nichols & Shepard Co.

John Redden, Massey-Harris agent at Hamiota, died suddenly of heart failure during the first week of January. Mr. Redden was very popular in his town and territory, and is mourned by a wide circle of acquaintances.

J. Gibney, Winnipeg, manager for the Minneapolis Steel & Machinery Co., recently paid a visit to the factories of his company at Minneapolis, Minn. Mr. Gibney looks forward to a big selling season for the Twin City line.

M. Thompson, the popular Winnipeg manager for Beatty Bros., Ltd., of Fergus, Ont., recently paid a visit to the head offices of his company. Mr. Thompson looks forward to an exceptionally good business year.

L. L. Smith, manager of Gray-Campbell Co., Moose Jaw, recently visited the factories at Chatham, Ont., going east to the Automobile Show in New York. Mr. Smith says business is fine, but finds it hard to get goods to supply the demand.

Chas. Otis Eddy, purchasing agent of the Janesville Machine Co., Janesville, Wis., died recently following an operation for appendicitis. He worked with the P. & O. Co. and the D. Bradley Mfg. Co. before he joined the Janesville organization.

N. T. Rutledge, formerly manager at Regina for the J. I. Case T.M. Co., has been transferred to the head office at Racine, Wis., in the capacity of Canadian sales and collection manager. He is succeeded as branch manager at Regina by H. J. Quane.

The Advance-Rumely Co., La Porte, Ind., announces the appointment of H. L. Wynegar as branch manager at Peoria, Ill., to succeed F. W. Gigax, recently resigned. For the past two years Mr. Wynegar was manager of the San Francisco branch, where he is succeeded by R. D. Bauder.

Archie Livingstone, the popular implement dealer at Cabri, called upon us the other day when on his way back west after a trip to the factories and head offices of the International Harvester Co., at Chicago. He reported a good business during 1916 and looks forward to a nice trade this year.

We regret to report that Lieut. George Hanley, Brandon, has been killed at the front. Lieut. Hanley was the only son of George Hanley, of the well-known firm of McLeod & Hanley, at Brandon. He was born and educated in that city. We extend our sincere sympathy to his sorrowing parents.

Implement Men Will Address Farmers

During Winnipeg Bonspiel a Farmers' Week will be held, during which a great many addresses will be given and debates and conventions held by the various agricultural bodies.

On Wednesday, Feb. 14, E. R. Haney, superintendent of the International Harvester Co.'s demonstration farms, will give an address on "Diversified Farming," and on the 15th addresses on the use of the mechanical milker will be given by D. N. Jamieson, manager of the R. A. Lister Co., and by A. C. Drennan, of the Sharples Separator Co.

The Twine Outlook

That the trade must face high prices for binder twine this season is the assertion of the Cordage Trade Journal. Manufacturers cannot figure that the present high level of prices is really the maximum. Sisal fibre is in strong control, while shipping conditions have affected the supply of manila fibre. With raw material at 14⅜ cents, 1917 opened with the highest fibre quotations on record.

Since 1900, our contemporary points out, the prices of sisal and standard binder twine in the United States have ranged from 6 to 13 cents. In the States the highest price for twine was in 1903, at 10 to 13 cents; the lowest was in 1911, at 6 cents. The cost of fibre varied from 6 cents in 1901 to 4 cents in 1911 and 4¼ cents in 1915. At the commencement of January sisal fibre stood at 14⅜ cents. The effect of the sisal monopoly is evident, and higher twine prices are a foregone conclusion. Every advance made by the trust increases the average price of twine for the coming season. It's time for President Wilson to draft a note to the Yucatan outfit.

Get the young fellows interested in power machinery. It is the young blood that likes to tinker with the power machines. The "old fogies" will soon be dead, anyway.

THE "Acme" TILLAGE LINE

We Back Our Dealers with a country-wide advertising campaign that's telling "Acme" facts to more than 4,000,000 farmers. Explains how the "Acme" crushes clods, levels, turns, and pulverizes the soil making an ideal seedbed. We give the closest attention to all inquiries. First we notify the local "Acme" dealer. Then, we prove to the prospect that the

"Acme"

Pulverizing Harrow

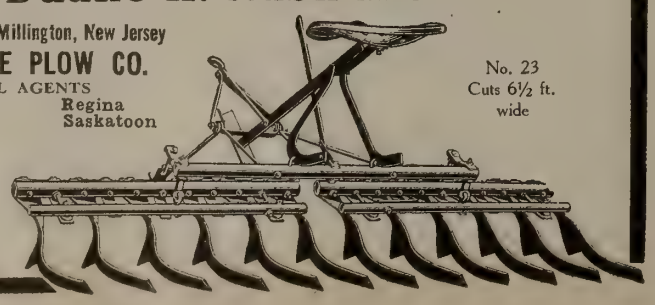
is the tillage tool he needs because "the coulters do the work." We help the dealer close the sale and stand right behind him with an iron-clad guarantee against defects.

"Acme" sales jumped 60% last season and are still forging upward. An "Acme" dealer in your community will turn a neat profit the coming season. Will it be you? Write us at once for dealer's contract.

Duane H. Nash Inc.

107 ELM STREET, Millington, New Jersey

JOHN DEERE PLOW CO.
GENERAL AGENTS
Winnipeg Regina
Calgary Saskatoon



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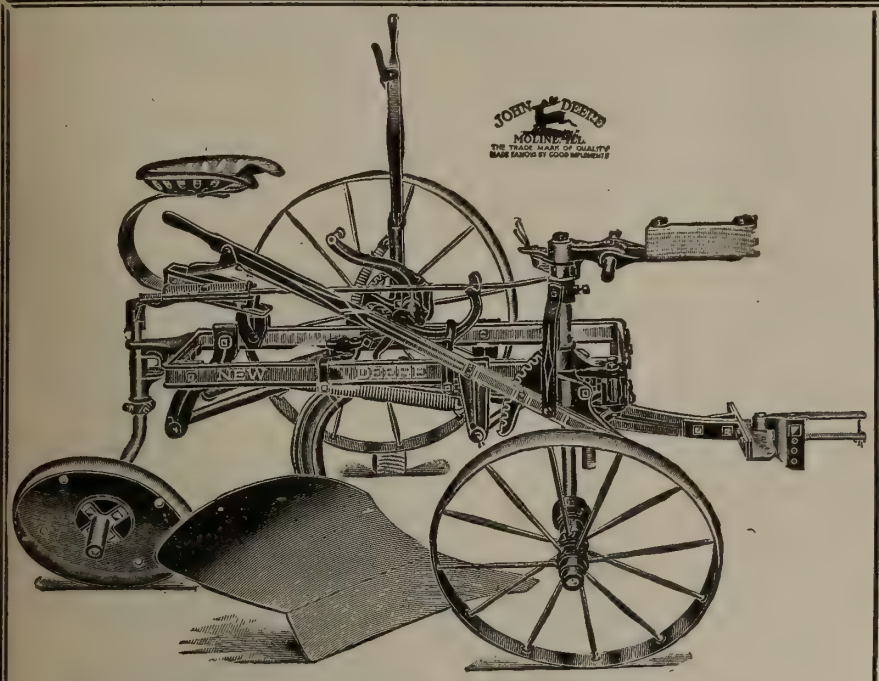


New Deere High-Lift Sulky Plow

BETTER THAN EVER!

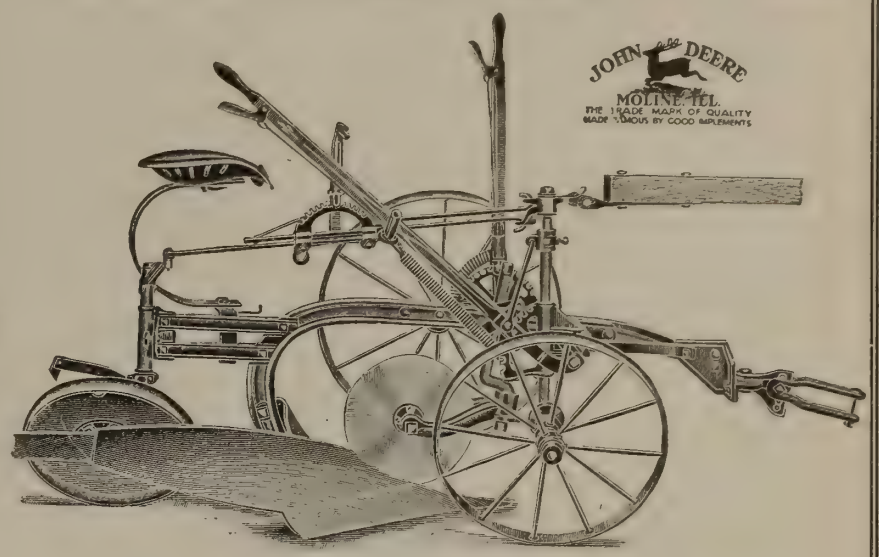
Quick Detachable Shares on all Deere Plows!

—AND THAT'S SAYING SOMETHING!

A John Deere Plow on your Sample Floor is a BUSINESS GETTER

It is not the cheapest, but what the Farmer wants—THE BEST

This is the Strongest Sulky Plow Sold



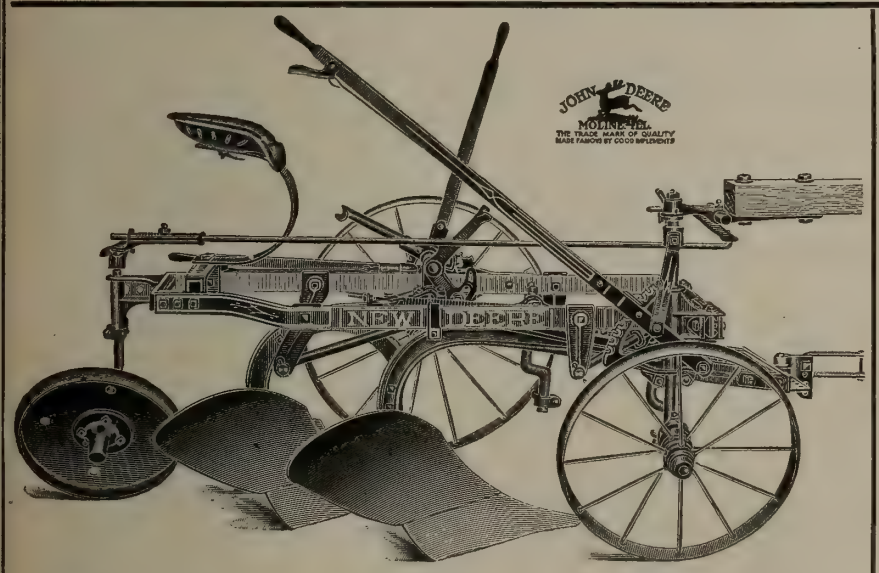
No. 8 STAG SULKY PLOW

Are Your Customers asking for a STRONG, SERVICEABLE SULKY PLOW? Get them a DEERE STAG!

Quick Detachable Shares—a Sure Cure for Profanity!

Equipped with Heavy Beams, Heavy Wheels and Heavy Castor Rolling Coulters. THE DEERE PLOW IS THE STANDARD OF DEERE QUALITY. We are the only firm in Canada who furnish Steel Eveners with our Plows.

We will appreciate it if Deere Dealers will Mail Us a List of Their Motor Plow Prospects



New Deere High-Lift Gang Plow

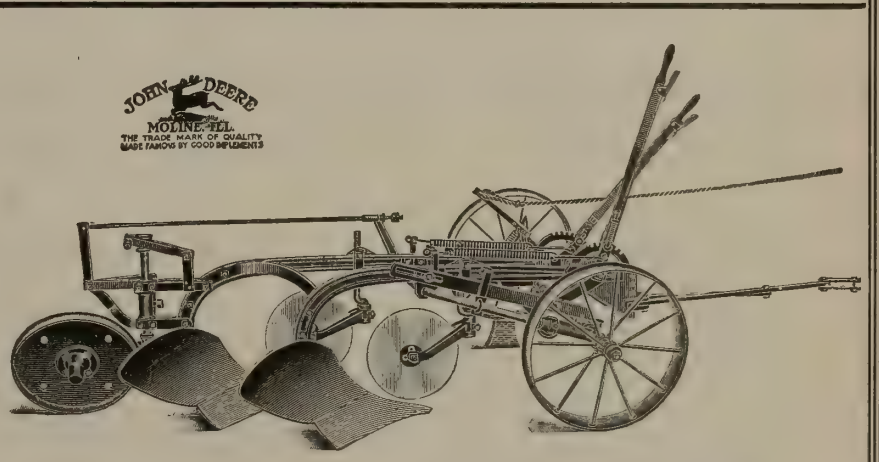
The Most Widely Used Gang Plow

Quick Detachable Shares save 90 per cent Time!

This Means:—They are Built Right and Honestly. They are light of draft and durable. It means that a DEERE PLOW can be furnished your customer which will work with entire satisfaction in his soil.

THE DEALER IS BEST KNOWN BY THE PLOW HE SELLS

Get right with your conscience and your trade and sell—"THE DEERE."



Automatic, High and Level Lift Pony Engine Gang Motor Plows are no longer an Experiment. We are right up to the minute in the very latest and up-to-date improvements.

Equipped with Our Quick Detachable Shares!

Mr. Dealer:—Are you keeping your Farmer friends posted on the merits of Tractor Plows? Have you arranged for a sample on your floor?

It is up to you to supply the BEST!

If you don't your customer will blame you for his failure to buy the best.

"Preparedness" is the word. Be prepared to win the Profit and thanks that are yours by right!

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

Getting Windmill Trade

Advertise the fact that you handle windmills. Let the people know you have them to sell and that you want their trade. If possible, have a mailing list and use it often. Get the country trade looking your way, and if they know you handle mills, they are very likely to call and see you when they get ready to buy. Don't be afraid to write letters, giving the points of superiority of windmill over hand power, and of your windmill over others. Also take some space in the paper and fill it with good arguments.

Keep a sample on exhibition all the time and call the attention of your customers to it. People always prefer to see just what they are buying, particularly if it is a new investment for them. Selling goods from catalog only is not very successful. Right there is where too many dealers make a mistake, thinking they can sell windmills from catalogs only. You would not try to sell plows and seeders without carrying them in stock; why try it with mills? Of course, a few sales can be made that way, but it is much easier to make the sale by showing up the actual goods themselves, and often the demonstration to one customer will attract others.

Know your line well; know the points of merit, wherein it differs from other makes, and in which it excells them. Be able to explain clearly just what points of superiority you claim for your goods. Don't be afraid to talk emphatically and clearly about your line and its merits; but to do this you must know the goods.

Manure Wastage

Do you know that manure from live stock contains from 75 to 80 per cent of the plant food elements contained in the food eaten by the stock? That's a fact. You know that, as this food was taken from the soil, it stands to reason that if it is not returned to the soil in some form the land will eventually become depleted. Barnyard manure is generally mixed with more or less litter. This litter retains the liquids which would otherwise have been lost. When you spread this kind of manure with a fork you cannot help throwing it in piles. Great waste, if not actual harm, results from this practice. The organic portion of the manure is just as valuable and essential as the nitrogen, potash, etc., contained in the manure.

The organic portion or bulk of the manure passes through a stage of decay before it develops its great use as a fertilizer. If this bulky manure has been spread upon the land with a high-grade spreader, great results are soon in evidence from its use. On the other hand, if the bulky manure is piled upon the land carelessly with a fork, most of the bulky portion is a total loss. Figure up this loss for a few years, months even, and the total is staggering.

Quality and Service

So far as machinery is concerned, service should be the largest element in the farmer's consideration. He should consider the accessibility of repair parts, and should consider the question of getting intelligent assistance when adjustments are required. Every machine—particularly every cheap machine—that is sold on any other basis than that of long time service and satisfaction to the user, is bound to work a detriment to the trade as a whole. The farmer who has been stung on a cheap engine is suspicious of every engine!

The fallacy of "direct from factory to farmer" is obvious. It costs the mail order concern just as much to sell and deliver the goods as it costs the manufacturer and dealer to handle the same machine. The mail order house has to pay an excessive sum for every customer's name, and has to waste money in useless correspondence and in shipping the goods. In the end, it is apparent that the mail order concern cannot sell implements of the same quality as the dealer sells at any price lower than that asked for, and earned by the retailer.

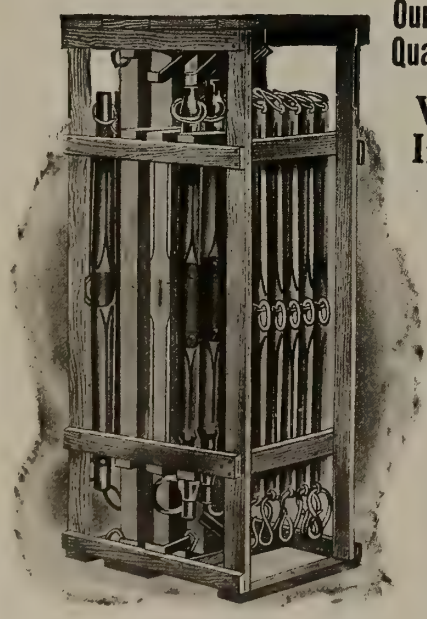
Association Combine for Insurance

In future the Mid-West Implement Dealers Association in the United States, will enjoy benefits in the mutual insurance department of the Nebraska Retail Hardware Dealers' Association. Under the new agreement between the two associations, bona fide members of the dealers' organization are entitled to hold policies in the hardware mutual. Rates for this insurance are about the same as the old line policies, but the saving is effected through the annual dividends refundsd by the mutual. Last year this amounted to 30 per cent of the premium.

Making the Car a Tractor

A concern in St. Paul, Minn., has patented and is selling a new attachment which transforms a Ford or Overland car into a tractor in twenty minutes. The rear axle and fenders of the car are removed and the special tractor axle and studded drive wheels set in position. The manufacturers claim that the driving force being transmitted through the differential to the drive wheels, the latter push the car ahead, relieving the car chassis of all strain. The tractor wheels are 38 inches diameter by 8½ inch face. This attachment has been thoroughly tested out, and it is claimed that the work done in plowing and haulage is excellent.

Let Us Get Together on This—



Six Sets, Crated, Eveners, Neckyokes and Singletrees.

Our Goods are Profit Makers for the Dealer. Best Quality Stock, Finely Finished, Thorough Workmanship

Wagon and Sleigh Painted Goods
Implement Specialties of all Kinds

BOLTED and FITTED DUPLICATE PLOW SHARES

Each Share an exact duplicate. Warranted to fit as well as the original. Over six hundred different patterns.

"Standard" Ironed Poles

HERE WE ILLUSTRATE A COUPLE OF THE LINES WE SPECIALIZE ON.

CALL AND SEE US DURING WINNIPEG BONSPIEL, and get our prices before buying. It will pay you. If you cannot call, write and we will have our Traveller visit you.

ASK FOR OUR NO. 4 IMPLEMENT CATALOG AND PRICES

The Best Place

D. Ackland & Son, Limited

Calgary Edmonton

TRADE D&S LTD MARK

65-68 Higgins Ave. Winnipeg

The Best Goods

STOVEL CO. LTD.
WINNIPEG, MAN.

DEALERS THIS IS YOUR GREATEST BUSINESS OPPORTUNITY

OUR PRESENT LARGE FACTORY CAPACITY IS ALREADY OVERSOLD---BUT WE ARE DOUBLING IT TO TAKE CARE OF THE BIG TRADE THAT IS SURELY COMING IN 1917

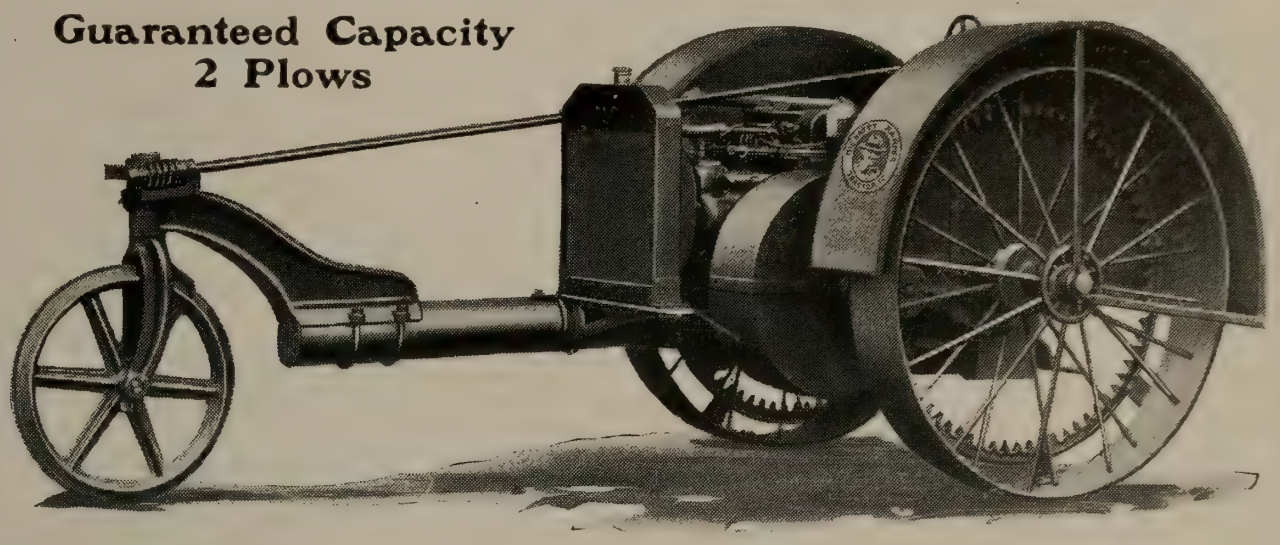
MODEL "A"——8-16 h.p., made a wonderful record in 1916—1,500 lbs. constant drawbar pull guaranteed. Weight only 3,500 lbs., 88 per cent of weight on two drive wheels. Self-guiding. The most efficient two-plow all-around tractor on the market at any price. Easy to sell as wheat where once introduced. Farmers crazy about it. Your delay is your own loss.

MODEL "B"—12-24 h.p.—Our wonderful new KEROSENE-burning 3-plow tractor — HYATT ROLLER-BEARINGS THROUGHOUT — perfect combustion. Perfect mechanical lubrication. Turns square corner either right or left. Most perfect kerosene-burning motor ever built. Numerous original features. Absolutely has no competition. The ultimate type of light tractor. Better sell them than have them for a competitor. Backed by a $1,500,000 company.

THE HAPPY FARMER TRACTOR CO.

IT'S GOOD

Guaranteed Capacity 2 Plows



This is our MODEL "A" 8-16 H.P. Weight 3,500 Lbs.

SHOWING the "Happy Farmer" Tractor pulling three 14-inch bottoms through brome grass sod 5 inches deep. Self-steering.

Owned by JOE WOODS, Elm Creek, Manitoba.

Read What Farmers Say and Do:

Benito, Man., Sept. 8th, 1916.

I have purchased one of your Happy Farmer Tractors and Plow and must say I am well satisfied with it.

It is pulling three 14-inch bottoms in stubble 5½ inches to 6 inches deep, and doing a good job.

It steers itself and is very simple to operate, and is without a doubt the best tractor I have seen.

THOMAS LEE.

Carmangay, Alta., Sept. 8th, 1916.

I have purchased one of your Happy Farmer Tractors and can truly say that it will take the place of eight or ten head of horses and it is also one of the easiest operated engines on the market.

I am, yours truly, OLAF HAGEN.

The above are three reasons why you should sell the Happy Farmer as well as its numerous original and exclusive features in design. Absolutely has no competition. The ultimate type of light tractor—better to sell than to have for a competitor in your territory.

See our Tractor Display at the Industrial Bureau, Main Street, when visiting WINNIPEG during the BONSPIEL and WINTER CARNIVAL, Opening February 6th.

GET A "HAPPY FARMER" CONTRACT, BECAUSE—

These Tractors far exceed their Guaranty.
They excel in Quantity and Quality of Work.
They cost less than any other Tractor of anywhere near equal Power.
They are extremely simple, light and strong.
They carry a Good Profit for the Dealer.

Territory Going Fast--Better Write To-day

Canadian Representatives

J. D. ADSHEAD COMPANY LTD.

221 CURRY BLK. (OPPOSITE POST OFFICE) WINNIPEG, MAN.

Beatty Bros. Start New Foundry

Beatty Bros., the well-known barn equipment concern at Fergus, Ont., have established a foundry in London, Ont., where they already have a plant. A site of six acres has been secured upon which the company will erect foundry buildings to cost $28,000 to $30,000. They will employ between 75 and 100 men in the foundry for a start, ultimately employing between three and four hundred men. Beatty Bros. have hitherto bought all their castings, but in the new plant will do their own molding, and will manufacture iron pumps, barrel churns, grain grinders and hand and power washing machines.

A FEEDER THAT MAKES FRIENDS EVERYWHERE

The Langdon Ideal Automatic Self-Feeder

Guaranteed to feed perfectly to full capacity any make or size of separator.

Backs Up Every Claim—and in the Field

The Langdon Ideal Rotary Knife Feeder is the one Feeder that governs according to the condition of the grain. It operates on the principle of hand feeding, handling the dry, straight bundles very fast, while the wet, tough and tangled ones are delivered more slowly, giving the separator and engine an absolutely uniform and even load at all times. The feed is absolutely controlled and governed. The Langdon positively will not slug the cylinder, while pitchers cannot overload the separator.

WRITE NOW for full particulars and agency. We are exclusive selling agents for Western Canada

Cushman Motor Works of Canada, Ltd.

Builders of Light Weight, High Grade, Gasoline Engines for Farm Power Work.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

EXCLUSIVE SELLING AGENTS FOR:
Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

Adshead Distributes New Tractor Line

The J. D. Adshead Co., Winnipeg, have closed a contract to handle the C.O.D. tractor in Western Canada during 1917. A good supply of these are already on hand. The C.O.D. tractor uses kerosene fuel and has a 2-cyl. 4-cycle opposed engine, developing 13-25 h.p. It has good features in design, and is equipped with large drive wheels studded with heavy mud calks. This machine it is claimed will handle a 24-inch separator with full equipment. It will be on view during Winnipeg Bonspiel in the Industrial Bureau, on Main St. Interested dealers can obtain full particulars from the distributors, the J. D. Adshead Co., 221 Curry Bldg., Winnipeg, by mentioning Canadian Farm Implements.

Are You in Alberta?

In a special report on Lethbridge district, as appearing in the Lethbridge Herald, G. R. Marnoch, president of the Lethbridge Board of Trade, says the following:

"Our retail merchants are rather poorly organized as far as their own healthy interests are concerned, and they will never be able to do their best duty to themselves and to their customers until they get together. In the direction of the curtailment of undesirable credits alone, they might very easily get rid of a heavy expense, and so be able to give better service to the general public.

"We can now do business largely on a cash basis; and our merchants can so arrange their service that competition from outside should be negligible. This implies of course that the facilities that we have for cheap distribution should be fully placed at the disposal of the consumers; and the farmers are never slow to recognize the benefits of dealing with the nearest point of supply, for this encourages prompt and economical service."

Where the Steel Goes

The remarkable growth of the production of munitions in Great Britain is worthy of comment, although implement journals are more interested in the days when swords shall be transformed into plowshares, etc.

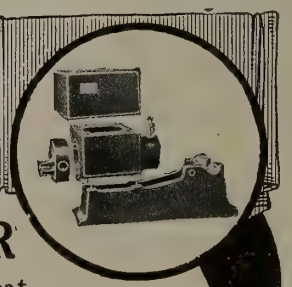
Taking artillery ammunition as a basis for calculation, the average advance in production has been made in heavy shells. The figures give the ratio only: June, 1915, 1; June, 1916, 22; July, 1916, 94; November, 1916, 323.

In the same period, the ratio of increased production of 18-lb. shrapnel rises from 1 to 43. Great Britain is now manufacturing in 8½ days as many 75 millimetre shells as were produced during the first year of the war. For field howitzers, as many are made in 8 days as in the first year. For medium guns, as many in 5½ days as in the first year. During one week in November, 1916, the number of shells completed and filled in Great Britain exceeded by 30 per cent the entire stock of reserve munitions we had at the outbreak of war.

The supply of machine guns, rifles, grenades and explosives is equally good. Taking the supply of machine guns during the first year of the war as a basis of 100, the end of the second year was 1,250 and 2,000 by Dec 2, 1916. For every 100 rifles manufactured weekly in June, 1915, 173 were manufactured every week in November, 1916. During 1916 the ratio of advance in charging shells rose from 180 per week in April to 1,120 per week in November.

The figures given do not indicate, for obvious reasons, the quantities of munitions produced, but merely represents the ratio in increased production.

MECO ENGINES

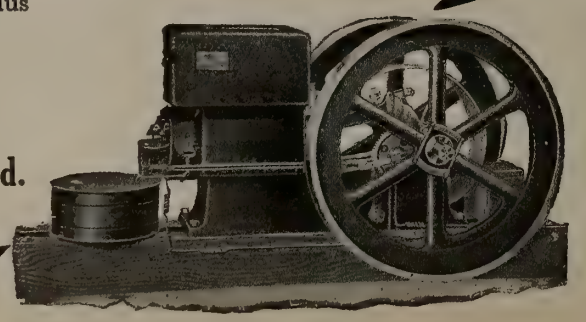


PUT THIS QUICK SELLER ON YOUR FLOOR

MECO Engines offer you engine quality and engine prices that will beat any competition where a good, dependable engine is required at a moderate cost. Center-firing, valve in head design. Automobile style ignition. Safety spark shift—starts easily. Low fuel consumption. Easy to operate. Even speed; continuous power.

Made in Sizes: 2, 3, 4, 6, 8 and 12 Horsepower

These engines are just what you want for the average farm trade. Very simple design; 4-cycle, water-cooled. Regularly mounted on heavy wood skids. Sold at a fair price, and develop a big surplus over their rated horsepower.



LET US SHOW YOU THE MECO LINE DURING BONSPIEL, OR WRITE FOR OUR SPECIAL PRICES TO DEALERS.

The John Stevens Company, Ltd.

661 HENRY AVENUE, WINNIPEG

I H C Raising Hemp

The International Harvester Co. is planning for the lease of 5,000 acres of land in the Red River valley in the Dakotas, upon which to demonstrate the possibilities of hemp raising. The company will also lease a small tract near Aberdeen, S.D., for the same purpose.

Bringing Back the Buggy

For the past few years the average vehicle dealer has been having automobiles served up to him three times a day. At every turn he encountered automobile publicity, until in many cases he thought that the buggy was as dead as the Roman chariot, and he rushed into the agency for some automobile. Yet the sale of an automobile on which $100 or $150 profit can be made is attended with a great deal more grief than ever came from the sale of four or five buggies, and it does not happen very often.

The carriage manufacturer who wants to sell buggies must keep his jobs up to date. He must fight fire with fire. What chance would any of the automobile concerns have if they attempted to force the same cars on the public as were in vogue five or six years ago? The carriage and vehicle men who are after the business realize that they must give dealers new designs and new styles—something that can be shown the customer that will create a desire to get a new outfit.

It has been shown all over the continent that, despite the coming of the automobile, every manufacturer who consistently advertised his line of vehicles to the trade has been satisfied with the resulting business. Many men who complain most bitterly that the vehicle business is dead have truly buried their particular line, because they lay down and yelled when the auto fever caught, did not give their vehicles publicity and were consequently whipped by the more aggressive and up-to-date automobile manufacturer. Why say that the automobile interests take away all the best buggy dealers, when the latter month after month turn over the pages of their trade journals and fail to see buggy advertising?

On the contrary to this policy, in the United States particularly, manufacturers who believed in their industry and in the future of the buggy business, would not acknowledge that the great majority of people were motor mad. They stuck to vehicles, advertised them—and found that they sold.

The future success of the buggy business is largely an individual matter for the producer of buggies. If the policy pursued is one of co-operation with dealers in a way that will inspire confidence in the vehicles marketed, there is no doubt that a marked improvement will take place. If the dealer lacks interest in the vehicle business, may it not be largely due to the fact that in recent years the business has not been brought to his attention as it might?

Granting that thousands of automobiles are sold in the West every year, if some dealers have taken more interest in the engine driven vehicle than in the horse-drawn, when the case is investigated it may be found that they were handling some line of vehicles but that they lost heart largely because the manufacturer himself seemed to lose heart in the pushing of the line.

Every dealer knows that auto sales are rare compared with buggy sales. They also know that if they have a good line of vehicles on view they can still make sales. In fact the dealer who has been able right along to offer his customers a complete line of horse-drawn vehicles — buggies, road carts, surries, business wagons and farm wagons, and could give them these goods with a positive assurance of reliability —such a dealer has rarely had cause to complain of the bottom falling out of his vehicle trade.

Buggies have never been sold to those overburdened with capital, and the West still has a great many in this class. There are men not in the automobile class who are good prospects in the vehicle line. What the buggy business needs is support, and this support must be personal as well as through advertising. By personal support we mean direct contact with the trade—a building up of belief and enthusiasm. More advertising of vehicles is necessary, by manufacturer, wholesaler and retailer. It is a rare thing nowadays to see the local agent advertise his vehicles in the local paper, while every paper is plastered with automobile advertisements above the name of local agents.

There is nothing the matter with the vehicles themselves. They are as well or better built than in the days when buggy business was a big end of vehicle trade. Whoever has kept alive his interest in the vehicle, built it, worked with it, advertised it and sold it, has not found reason to doubt the future of the business. The buggy to such men is as big a proposition as ever it was. The field is there and sales can be made by those who are alert and energetic and who do not lie down under the fallacy that the automobile business has killed the vehicle trade. Any neglected line must be in abeyance, and buggies are neglected.

The "LISTER" Ideal Thresher

Get All the Facts about it—*NOW!* Territory is going fast
The Best Individual Outfit for both Dealer and Customer

Made in Two Sizes: Power Requirements, 7 to 17 H.P.

SIZE OF SEPARATOR, 22 x 32. HORSE POWER REQUIRED, 7 to 9 H.P.
SIZE OF SEPARATOR, 26 x 38. HORSE POWER REQUIRED, 14 to 17 H.P.

The "LISTER" Ideal Combination Thresher is unequalled for the satisfactory work it does under all conditions. TWO MEN handle this outfit with ease. Except in capacity it equals the biggest and best separator made. Six-wheel (patented) truck eliminates all vibration. It will be sold right in your territory. Will YOU get the profits?

WE'LL BE GLAD TO SEE YOU DURING WINNIPEG BONSPIEL

OUR LINE INCLUDES—"Lister" and "Canuck" Gasoline Engines, Grain Grinders and Crushers, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Ensilage Cutters, Silos, Sawing Outfits, Combination Threshers, Pumps, Pump Jacks, Power Pumping Outfits, etc., etc.

R. A. LISTER & COMPANY, LIMITED

GALT BUILDING, WINNIPEG, MAN.
ST. JOHN, N.B. TORONTO QUEBEC

Selling Farm Scales

It is safe to say that the average dealer pays little attention to the sale of farm or wagon scales. Is there not, when you come to look at it, at least a possibility of selling farm scales in your community? The wagon scale, for instance, has largely been regarded as a side line. If a man wanted one he could come in and ask you about it, when you would possibly scratch your head, endeavor to recollect who made or handled the blamed things, and then rake over your catalog files in an attempt to locate prices and capacities to lay before the customer.

In almost every community there are a good many farmers from whom you could reasonably expect scale business. The choice is wide. The farmer who is a large grain grower, the man who raises stock, hogs or sheep, the man who sells hay in large quantities, all these are potential prospects for scales.

Assume that you have studied the different types of scale on the market, and have decided which make is best for your community. Different localities require different sizes of scales, due principally to the condition of the roads and the size of the loads hauled.

You are well enough acquainted with your farmers and their work to know whether they need three, four or five-ton scales. Best results can be obtained and you will find sales much easier if you confine your selling talk to a scale that will suit the average farmer. You can then concentrate all of your selling ideas.

Every farmer is from Missouri when it comes to the weight of hogs, cattle, grain or hay. A good set of scales show him exactly how much a calf, yearling or hog weighs, and if he is ready to sell he knows his weight before he calls in the stock buyer.

Even the best of farmers can "guess" weight in stock, 50 or 75 pounds either way, especially on the weight of a cow or any animal weighing from 800 to 1,000 pounds. Did you ever notice how a shrewd stock buyer desires to lump off a bunch of cattle. He knows who profits by "guessing" weights.

The same applies to a load of hogs, hay, grain or potatoes. There is no guess work, and if the farmer owns a set of scales he can drive on them before he goes to town, so that he knows that none of these mistakes may be made which are due to the guessing of weight, or to erroneous weight insertions.

There are, in fact, an endless stream of arguments that you can advance for the use of the scales on the average farm. If you have decided on your line, have located your prospects and have shown them a sample, you can write the scale manufacturer and get a quantity of circulars, catalogues and scale literature that you can distribute in the territory, or you can have the manufacturer write a letter to each of your prospects showing why they should own a set of farm scales. The majority of manufacturers in this line will be glad to co-operate with you in pushing the sale of their scales in your territory. A little effort along the line of selling scales will bring to your territory as a whole the fact that you handle scales, and you will be surprised at the enquiries that will follow—and the sales.

A Unique Kerosene Tractor

The Townsend twin cylinder kerosene tractor, sold by the Canadian Fairbanks Morse Co., Winnipeg, has some unique features in design. The frame is a duplicate of the ordinary steam tractor, a heavy cylindrical shell of thick plate, upon which is mounted the throttling governor, twin-cylinder motor, operating on kerosene. The boiler portion of the frame acts as a radiator, the exhaust being carried out of the "smoke stack."

The motor is of excellent design, and is claimed to be one of the best kerosene-burning engines yet designed. A dual system of high tension ignition is used. Large drive wheels, strong shafts, long bearings and wide faced, completely enclosed gearing, coupled with great ease of control, are a few of the main features in design. The Townsend tractor is made in two sizes, 10-20 and 12-25 h.p. Two 14-inch plows can be easily handled in breaking and three in stubble. This tractor, says its makers, has proved its mechanical efficiency on United States farms for the past three years, and its durability has set an enviable record. Interested dealers would do well to communicate with the Canadian Fairbanks-Morse Co.

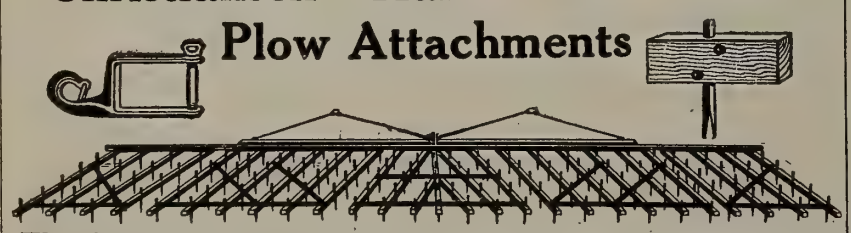
Uniformity in Selling

The dealer who insists on a fair price and prompt payment, must give good value and good service in return, and he must also make some concession to the man who pays spot cash, but he must have a uniform price and a uniform rule that applies to everybody alike, for if there is any one thing that hurts a business man's reputation, it is for his customers to find out he has two prices on the same article. If you let a customer cut you down from your original price he really will have no confidence in you, for how does he know but that somebody else can cut you down still lower, and how does he know when he has struck bottom? There is absolutely nothing in price cutting for anybody.

Book accounts without notes are mighty poor assets.

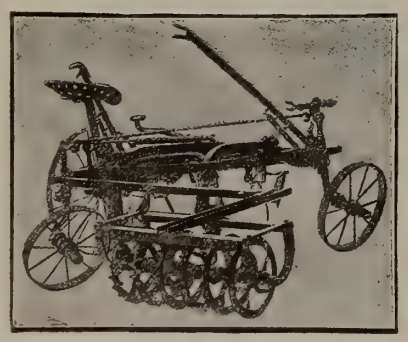
A LINE THAT WILL MAKE MONEY FOR YOU

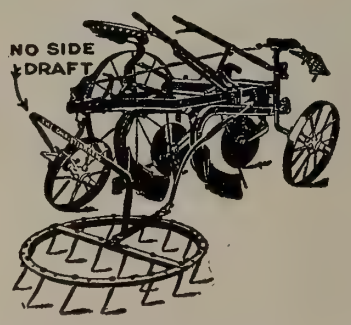
"Christiansen" Harrow and Packer Plow Attachments



The Christiansen Boss Wood Harrow 26 Feet—150 Teeth

EVERY ATTACHMENT FULLY GUARANTEED





Farmers know the always-lubricated dust-proof axle in Christiansen Packers. They won't use dry-axle packers. Our packers are made for 2, 3, and 4 horses in three sections; interchangeable surface or sub-surface wheels. Weight 200 lbs.

For seven years Christiansen Harrow attachments have held the lead. Over 12,000 of them have been sold—and they stay sold and sell others. Patent hitch, no side draft. Write us for full particulars. You can sell them in your territory. Weight 50 lbs.

WRITE US FOR OUR AGENCY PROPOSITION

We Manufacture: Straw Spreaders, Dreadnaught Engines, Gilson Threshers, Portable Grain Elevators, Feed Grinders, Saw Mandrels, Feed Cookers, Pump Governors, Tank Heaters, Road Drags, Manitoba Universal Farm Tractors, Pump Jacks, Stayput Granaries, Hay Sweeps, Land Rollers.

THE WESTERN STEEL & IRON CO., LTD.

Implement Manufacturers

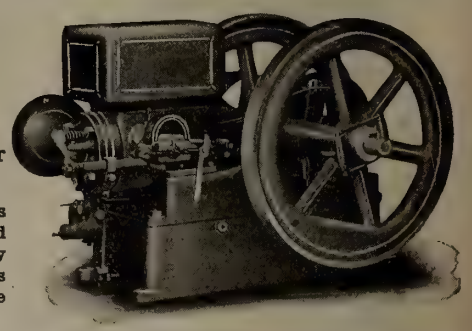
WINNIPEG MANITOBA

JUMBO KEROSENE—GASOLINE ENGINES

BUILT IN SIZES: 3, 5 and 7 H.P.

Cheap, dependable Power for Your Customers.

Jumbo throttling governor oil engines are built especially to use kerosene and cheap fuels, as well as gasoline. They have unique and distinctive features which are found in no other engine you can sell.



ASK THE NEAREST BRANCH ABOUT THE JUMBO LINE

Jumbo Kerosene-Gasoline Engines are economical, reliable and durable. Very simple in design. Develop full rated power on low grade fuels. Mounted on iron sub-base; ignition, Webster magneto. No fuel pump required—steady uniform fuel feed given at all loads. Throttling governor gives unvarying speed. Each engine shipped ready to run.

When in Winnipeg during Bonspiel see the JUMBO LINE in our Showrooms, at 160 Princess Street.

Manufactured by Nelson Brothers Company Saginaw, Mich., U.S.A.

WESTERN CANADIAN JOBBERS

Tudhope-Anderson Co. Limited

WINNIPEG REGINA SASKATOON CALGARY

The Men Who Serve You

The average clerk, or salesman, is charged with dealing in too many generalities; he knows too much about all the goods sold and is lost and at sea when pinned down to definite, concrete and tangible facts about any certain tool or machine. Is the clerk to blame for this, or is his employer? N. H. Williams, of the Cushman organization, says that the average salesman in the retail store lacks training. The tight-rope walker does not gain his expert balance in a moment. He has had it trained into him. Yet how few retailers really give definite instructions, keep away training, to their salesmen?

If the salesmen lack incentive, it may be the fault of the employer in more ways than one. Have they an example set them that stimulates them to greater efforts and encourages them to reach out for bigger and better things. Much depends, too, upon the personality of the "boss." Are the influences with which your employees are surrounded of a nature that will make them stronger men through having associated with you?

Beyond the weekly pay envelope, would it not be well at the end of a year to give a reasonable bonus for loyalty and earnest efforts? In many cases the biggest and most important factor in implement organizations — the salesmen—who are the human element, are not receiving the attention or consideration to which they are justly entitled. Yet any retailer will admit freely that the success of his business, in fact of any retail or wholesale business for that matter, depends upon the men who sell the goods.

Order in the Store

There is no excuse for rusty store-keeping in the implement business, yet there are some mighty untidy stores in existence to-day. They are hodge-podge; you can't tell them from a museum. How their owners manage to sell goods is largely a mystery.

How quickly the customer is attracted to a tidy and orderly implement warehouse. The goods are arranged invitingly. Everything is dusted off and neat. The customer can locate at once what he wants to see, without the proprietor leading him over a medley of miscellaneous junk to show him the cream separator, or whatever it is he wants to buy. The man in the implement business should take as his model the best he can find in his line and apply the principles there seen to his own work so far as practicable. The best store in the country should be the model for retailers everywhere and if necessary a trip should be made to see it. Most business men do not look around enough. They get into a rut and stay there. It is unfortunate because a good many good men are killed by it. They might develop into larger business men if they were awake to their opportunity.

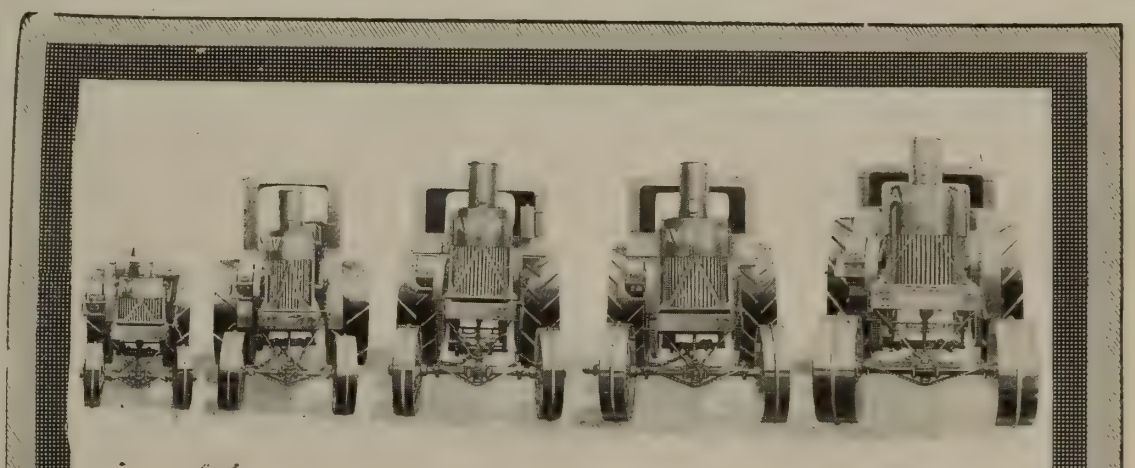
Simply Habit

Scene in church—A tramway conductor is passing the collection plate. Three Winnipeg men donate five cents each. The conductor leaning forward wearily whispers — "Transfers, gentlemen?"

Suggested that a commission be appointed to see what it costs to build a retail implement business.

A druggist, now resident in Brandon Asylum, has evolved a vaseline to keep rust away from the wheat in 1917.

Mr. DEALER
Cater Can Sell You
Wood or Iron Pumps cheaper than any one in the West.
GET HIS PRICES BEFORE YOU ORDER
Brandon Pump & Windmill Works
BRANDON MAN.



The Only Tractor Design You Can Talk Regardless of Size

One Design—Five Sizes All Alike
A Size for Every Size Farm

The Five Sizes of Avery Tractors comprise the only line about which you can really talk DESIGN and CONSTRUCTION.

From the front of the radiator to the rear wheels of each of the five sizes of Avery Tractors, the Design is EXACTLY the SAME.

When a probable tractor purchaser comes in, an Avery Dealer can talk Avery Design regardless of size.

But if you handle any other line of tractors you must first find out what size tractor he has in mind. And even then you must talk design cautiously for he may decide to switch to another size. The reason is because every other company manufacturing several different sizes of tractors builds them with entirely different designs.

This one fact that Avery Tractors are the only make built in five sizes ALL of the same design, makes Avery Tractors the easiest line to sell and is proof in itself that the Avery Design is correct.

When the Avery Company builds one size of tractor, and after thoroughly testing it out, builds another size, and then another, and then another, and then another, until it has five sizes all exactly the same design, it is unquestionable proof of the success of that design.

The Same Features in all Five Sizes:

All five sizes of Avery Tractors have exactly the same features.

All five sizes burn kerosene successfully. This was proven beyond a doubt when they burned this low grade fuel every day in all of the eight weeks of the National Tractor Demonstrations.

All five sizes have renewable inner cylinder walls, the best improvement that has ever been designed in tractor motors. Avery Tractors are the ONLY tractors that have them. If a cylinder is injured in any way, simply put in a new inner cylinder wall. You don't have to buy the complete new cylinder. It is also made of harder material so that it wears longer.

All five sizes have the patented Avery sliding frame. No other tractors can have it. This sliding frame makes it possible to eliminate the intermediate gear, shaft and bearings. This is why Avery Tractors have the simplest transmission of any two-speed, double drive tractors built.

All five sizes have no fan, no water pump, no fuel pump, no outside lubricators, no counterweights on the crank-shaft, no belts, no sprocket chains. They are free from all these cluttering parts, which are so often trouble makers.

A WONDERFUL SELLING PROPOSITION

The 1917 Avery Sales and Commission Contract is a wonderful selling and money-making proposition. It assures Avery Dealers the biggest tractor profits of any contract. It guarantees Avery Users the best value for their money. Territory is going fast—so are Avery Tractors. Carload shipments are being ordered out daily. For information about this money-making contract for the only line of tractors built in five sizes—all of the same design, address

WESTERN CANADIAN DISTRIBUTORS:
CANADIAN AVERY CO., LIMITED **WINNIPEG and REGINA**

AVERY

Fibre From Flax Straw

In view of the fact that there is a wide interest taken in the matter of procuring a substitute for sisal fibre for the production of binder twine, it may be interesting to briefly outline the steps necessary in extracting the fibre from flax straw.

Flax when grown for its fibre is always pulled by hand, and never cut. In growing this crop for fibre the seed must be considered of secondary importance. When pulled the flax is bundled and tied, it being estimated that at the average rate of pulling, four men will be required to pull an acre a day. Experiments have been made with machines for pulling flax, but these have been of little value. As there is very little fibre in the lowest inch of the stem, it might be possible to cut the crop with very little waste.

The dried flax may be put in stacks or stored until time can be found to remove and clean the seeds, if their retention is desired. Assuming that the flax has been dried, the seed can be removed by "rippling," which consists of pulling handfuls of flax over and between iron teeth placed close enough to pull off the seed capsules. Again, the capsules may be crushed without rippling by pounding the bundle with a mallet. Another method is to pass the handful of flax between smooth rollers pressed together by springs. The crushed capsules are then passed through a fanning mill. The difficulty in using a threshing machine lies in the fact that care must be taken to avoid crushing or injuring the flax straw.

Retting or Steeping

The straw is retted to bring about certain chemical changes in the flax stem so that the fibres may be readily separated from the shoves. Two methods of retting are in common use, dew retting and water retting. In the former case the flax is spread in layers on the grass and is turned at intervals. This process is a long one, while dew retted flax has a low value compared with the water retted product. Water retting produces the highest quality of fibre.

The water used for retting must be soft and free from iron. A tank some 3½ ft. deep by 6 or 8 ft. wide is used, into which the bundles of flax are set on end. The idea of retting is that fermentation due to the action of bacteria occurs rapidly in the water. The soaking breaks away the fibre cells, leaving the fibre, but the time of immersion has to be exact. Usually from 5 to 12 days are required for this operation. The flax is steadily tested to see how it is retting so that the central woody zone can be separated from the flax.

When taken from the retting tanks, the flax is roughly dried out and then spread in a thin layer to dry thoroughly in the air, after which it is collected and tied in bundles.

"Scutching" the Straw

"Scutching" is the operation by which the fibre of the straw is separated from the central woody portion of the stalk. The straw is first passed through a brake, which consists of a number of rollers, some grooved and some smooth, the rollers revolving at different speeds. As the flax straw passes through the rolls the "shove" or central part of the stalk is broken into short lengths, and is easily knocked off from the fibre before the actual scutching.

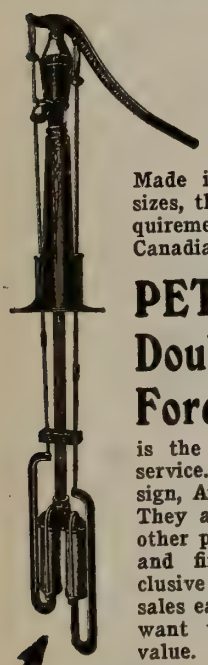
The scutching is performed by the action of blades attached to a revolving wheel, these blades beating the straw until all the "shoves" are removed, and only the fibre left.

In growing flax for fibre it is safe to assume that in an ordinary year from one-half to two-thirds of the average amount of seed could be obtained, and at the same time a fibre of good quality.

Flax for fibre is a difficult crop for the farmer to handle, as so much of the work has to be done by hand labor. Apart from the value of the seed, there is little profit from the crop if damaged by bad weather or neglect at some stage of the treatment.

Every stage in the treatment, except scutching, can be done on the farm. The best system would undoubtedly be for the farmer to pull and dry the crop, remove and clean the seed during the winter months when other work is slack, take out weeds and sell the straw to the scutch mill owner. The latter could carry on the retting operation during summer and scutch the straw during winter. Green flax straw loses about two-thirds of its weight in drying, while the dried straw after threshing loses one-sixth of its weight in the process of retting. This means that 270 pounds of freshly pulled flax will only weigh 50 pounds after retting. After the final operations, the 50 pounds of straw will give about 10 pounds of fibre.

PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF **$500** OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

Flax Growing in the West

The Bureau of Statistics in Saskatchewan has recently inquired into the flax growing industry in that province so as to see why the industry has decreased so greatly, and to ascertain opinions regarding the possibilities of growing flax for fibre. From correspondents' answers to a series of questions as received, we may draw the following deductions:

That farmers would not haul flax straw a distance of eight to ten miles for $3 per ton. The majority of farmers would be willing to co-operate in purchasing a tow mill if both seed and straw could be marketed. Some men, however, refused to grow flax at any price, the reasons given being that it made weedy land, was difficult to thresh, while the low prices raised a preference for wheat. The majority of the farmers in the flax growing areas of Saskatchewan considered that the growing of flax is risky in both price and yield. Flax is too often sown late, and is frequently frozen. Price of threshing runs up to 25 cents per bushel. As regards the suitability of flax twine for binder use, it is the general opinion that the twine would require chemical treatment to preserve it from field mice. It seems from every standpoint, that this crop, formerly held in high esteem, has of late years gradually been falling into considerable disfavor.

So, briefly stated, are a few of the processes necessary in the production of flax fibre. We are well aware of the large amount of money spent by a large harvester concern in trying to produce binder twine from flax fibre. Will this ever be commercially profitable? The question seems important when the present state of sisal supply is taken into account.

Calgary

T. R. Scott, manager for Goold, Shapley & Muir Co., was a business visitor to Winnipeg recently.

Thos. Cull, collection manager for Cockshutt Plow Co., visited Calgary recently, returning to Winnipeg via Edmonton and Saskatoon.

O. S. Chapin is another of our well-known implement men who is resting after the strenuous season last year, and with his family is spending the winter in Honolulu.

C. G. Wuthrich, manager of John Deere Plow Co., has just returned from a trip to California, where his family is residing at present. He says Alberta climate is plenty good for him.

J. T. Atkinson, manager of J. I. Case Threshing Mach. Co., is away on his annual trip to the head office of his company; while J. A. Tanner, manager for I. H. Co., recently returned from a similar trip to the head office of his company, visiting Winnipeg and his old home at Yorkton on his return trip.

Conditions continue good and all the implement companies are making an excellent clean-up on collections. Some of the old claims which had been almost given up as uncollectible are now coming through, and the best collection record in the history of the province is being experienced by all the companies, in addition to which there was by far the largest percentage of cash sales last year that has ever been experienced.

The annual meeting of the Alberta Wholesale Implement and Carriage Dealers Association was held on Saturday, January 27th, at 12.30, at the Palliser Hotel. There was a very good attendance of members and all the reports were very satisfactory—after which the election of officers for 1917 took place, resulting as follows: President, L. E. Glover (Cockshutt Plow Co.); first vice-president, C. G. Wuthrich (John Deere Plow Co.); second vice-president, J. J. McGuire (Gray Campbell Co.); treasurer, H. A. Smuck (Ontario Wind Engine & Pump Co.); secretary, W. E. Hall; executive, the above officers and J. A. Tanner (I. H. Co.) and J. T. Atkinson (J. I. Case).

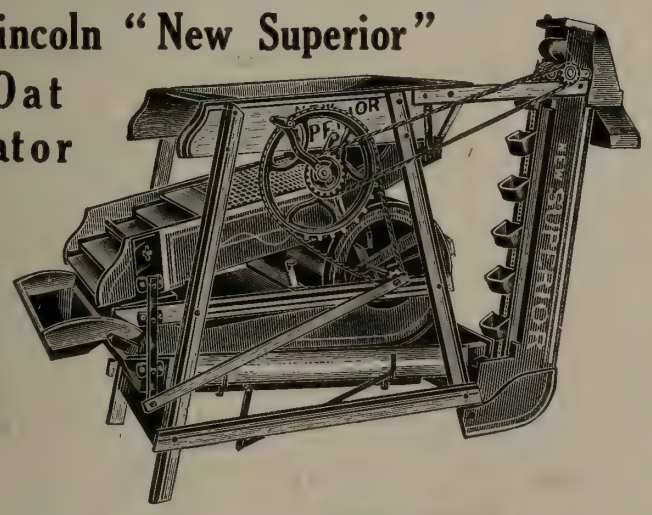
It Even Got the Engine

Rust is a terrible thing if we are to believe the following par from a western weekly: "The rust scare went from Green's pump to Elder's gasoline engine and we are doubtful if it is running yet. In this modern age it is hard to say what won't catch."

If a farmer pays cash for his automobile and his silo, as well as for many other purchases, why not for the farm machinery that makes possible those comforts and luxuries that make attractive the average farm home of to-day? Think it over and get into the band wagon.

KING OF WILD OAT SEPARATORS

The Lincoln "New Superior" Wild Oat Separator



With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.
Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

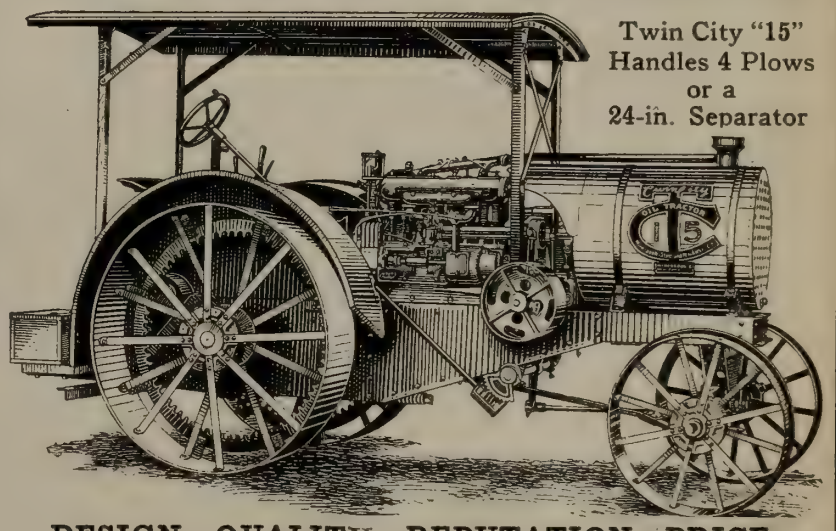
Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

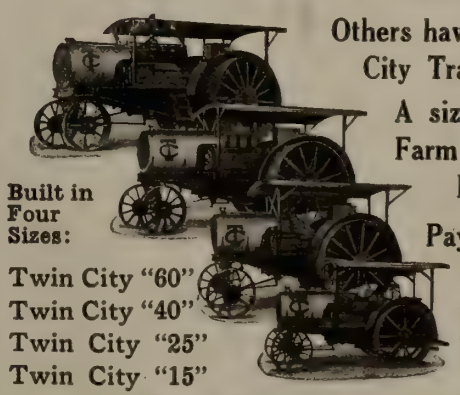
TWIN CITY OIL TRACTORS

THE LINE THAT IS BUILT RIGHT, RUNS RIGHT, SELLS RIGHT AND GIVES THE CUSTOMER SATISFACTION



Twin City "15" Handles 4 Plows or a 24-in. Separator

DESIGN—QUALITY—REPUTATION—PRICE



Built in Four Sizes:
Twin City "60"
Twin City "40"
Twin City "25"
Twin City "15"

Others have made Money Selling Twin City Tractors. Why Not YOU?

A size and type for every kind of Farm Work. All burn Kerosene, Distillate and Gasoline.

Pay us a visit during Winnipeg Bonspiel. Let us show you the Twin City Tractors and Threshing Machinery.

WRITE US FOR PARTICULARS AND PRICES

Minneapolis Steel & Machinery Co. of Canada, Limited

923 LOGAN AVENUE WEST WINNIPEG

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

C.H.C., Sask.—The hay rake you mention is made by the Acme Harvesting Co., Peoria, Ill. A lever support can be obtained from them.

B.M., Man.—"Manitoba" brush breakers are made by the Verity Plow Co., Brantford, Ont. You should be able to secure a fin coulter through the Massey-Harris Co., sales agents for the Verity line.

J. McA., Sask.—"Ingeco" engines were handled by the Burridge-Cooper Co., Winnipeg, who are now out of business. You can get a new gear from the Worthington Pump & Machinery Corporation, Cudahy, Wis.

F.T., Man.—Plates for the "Simplex" grinder can be obtained from the nearest branch of the Ontario Wind Engine & Pump Co.

W.R., Man.—Enquiry is not quite clear. For cutter blower the John Deere Plow Co., Winnipeg will have the size and information you want.

A.M., Sask.—We cannot locate the manufacturers of Little Giant Fanning Mills. Does anyone know where this mill is made?

A.W.A., Sask.—No one handles repairs for Maw-Hancock disc plows in the West. Write the Bateman-Wilkinson-Plow Co., West Toronto. They may be able to supply you the necessary parts.

L.S., Man.—Write the Watrous Engine Works Co., Higgins Ave., Winnipeg, for vertical boiler information.

G.H., Sask.—Carbide in quantity can be obtained direct from the Canada Carbide Co., Brandon, Man.

The Dairy Farm

Like most other occupations, dairying can be helped or hindered, made easy or hard, by the wisdom with which the farm is chosen. Sanitation is all important. A swampy, water-logged soil is out of the question, for in a damp, unhealthy locality the herd cannot be kept in good condition. In such a locality, also, it is impossible to keep the yards and stables in good condition.

Absolutely pure water is of the utmost importance. Dairy cows need free access to all the pure water they will drink. Milk is largely composed of water, hence to stint water must affect the supply of the milk. When the cows are on succulent pastures less water is necessary than during winter when comparatively dry feeds are used.

The farm, to be a profitable dairying venture, must be able to produce fair crops of the feeds that will give good returns when fed to the dairy cows.

A farm that will not produce large enough crops to pay for the labor expended will certainly limit the returns from the herd. Resort may be had to purchased feeds, but here again the profit may be reduced when cost of production is taken into consideration. The dairy farm should be able to produce larger quantities of corn for silage and fodder, clover or alfalfa, besides roots, hay and a reasonable amount of grain. As a dairy farm usually becomes richer after being adapted to that purpose for a time, it is during the first few years that the greatest difficulty may be experienced, especially if the land is not of the richest character.

Canada's 1916 Steel Production

During the year 1916 the production of pig iron in Canada was 1,171,727 short tons, while the production of steel ingots and direct steel castings was 1,454,124 short tons. The production of pig iron in 1915 was 913,775 short tons, and of steel ingots and castings 1,020,896 short tons. The 1916 production in pig iron, steel ingots and castings was greater than that of any previous year.

Canvassing is a poor practice.

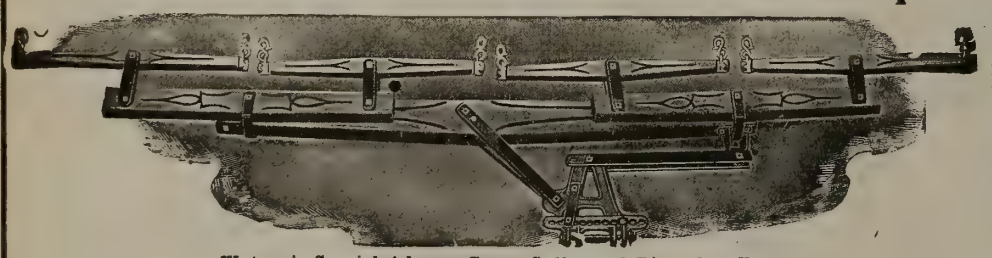
ATTENTION! HARDWARE MERCHANTS IMPLEMENT DEALERS AND PUMP MEN

WE are the largest Manufacturers of wood and iron pumps in Western Canada. We carry complete stocks at both Brandon and Calgary for immediate shipment. If you live in Alberta write Calgary; if you live in Manitoba or Saskatchewan write Brandon.

Write us for our new Catalog before you order, or send us a trial order and you will be convinced that you can buy cheaper from us than elsewhere.

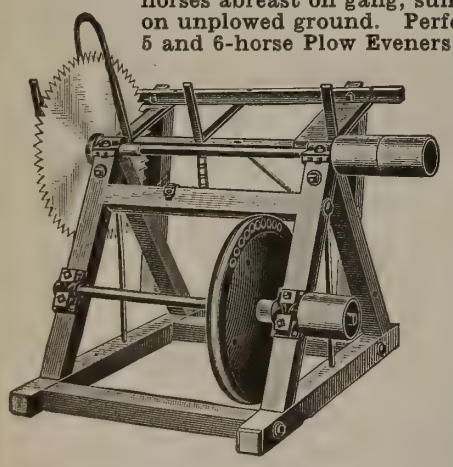
Manitoba Engines, Limited
Brandon, Man. and Calgary, Alta.

Plow Eveners and Wagon Sets
Often Imitated—But Never Equalled



Watson's Special 4-horse Gang, Sulky and Disc Plow Evener

The Watson special 4-horse plow evener, as illustrated, works four horses abreast on gang, sulky or disc plow. One horse in furrow, three on unplowed ground. Perfect equalization of draft. We also supply 3, 5 and 6-horse Plow Eveners, and 3-horse Wagon Eveners. Our Eveners are made by expert workmen and of the best seasoned material. Fully guaranteed. You cannot sell better. Lay in your stock —NOW.



Watson's Pole Saw

Hardwood frame pole saws, with three 5 x 6 inch pulleys, solid steel shafts and babbitted boxes. Rigidly braced frame; extra heavy fly wheel. Total weight, 325 lbs. Our cordwood saws, weighing 285 lbs. are unequalled. Saw mandrels for both types supplied separately if desired.

TO REMIND YOU

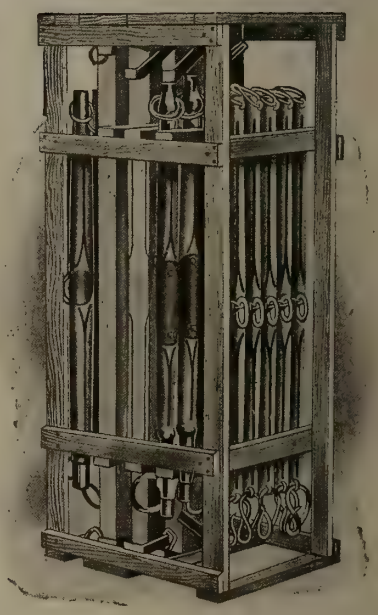
WE CARRY A COMPLETE STOCK OF REPAIRS IN OUR WAREHOUSE for:

Moline Plows
(Best Ever, Good Enough, Etc.)
Moline Disk Harrows
(Economy)
Moline Engine Gangs
Monitor Drills
Mandt Wagons and Farm Trucks
Manure Spreaders
(National and Mandt)
Adriance Binders, Mowers and Rakes
Janesville Plows
Disc Harrows, etc.

WATSON'S EVENERS have been on the market for years. Farmers everywhere know their qualities for wear and service. Let your customers have the best by handling Watson goods.

SIX WAGON SETS

Hickory wagon sets complete. Painted red and varnished. Shipped in strong crate, cannot be damaged in transit. All orders for six sets shipped as shown. Each set comprises: One doubletree, two singletrees and one neckyoke. Weight complete, 225 lbs. Doubletrees, 2 x 4 x 48 long; singletrees, 2⅝ x 36; neckyoke, 2⅝ x 40 or 48 inches.

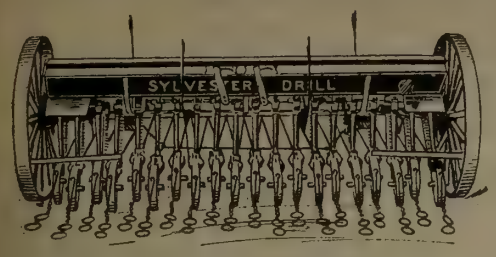


THE WATSON LINE OF QUALITY GOODS:

1½ H.P. Engines	Wood and Pole Saws	Farm and Bush Sleighs
Pulverizers	Barrel Skids	Wheel Barrows
Whiffletrees	Boss Wood Harrows	Channel Steel Harrows
Root Pulpers	Light Delivery Sleighs	Roller Crushers
Bevel Jacks	Boss Steel Harrows	Warehouse Trucks
Push Carts	Feed Cutters (seven styles)	Grain Grinders
Horse Powers	Harrow Carts	Pump Jacks
Hand and Power Washing Machines		"Viking" Cream Separators

John Watson Mfg. Co. LIMITED.

311 CHAMBERS STREET, WINNIPEG, MAN.



Rear View "Sylvester" 20 Double Disc Drill

THE DRILL THAT IS DIFFERENT!

"SYLVESTER" DRILLS GIVE GREATER YIELDS

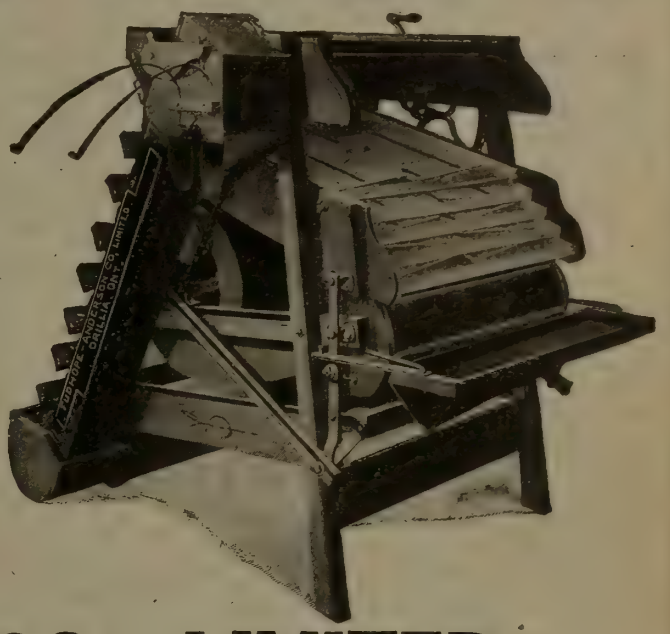
The Grain is Delivered in FRONT of the Axle—and on the downward turn of Disc. The result is even distribution of seed at uniform depth—and perfect covering. Double and Single Disc or Shoe.

SIZES: 14, 16, 18, 20 and 22 DISCS. SECURE YOUR TERRITORY—AT ONCE!

"WINNER" FANNING MILLS

Made in Three Sizes: 24, 32 and 40 inch. Capacities 30 to 80 bus.

For Durability, Capacity and Efficiency in doing the work no mill made compares with "Winner" Separators and Cleaners. We guarantee them to have double the capacity of any other mill, and to do 75 per cent better work on all seeds and grain. Get the Agency.

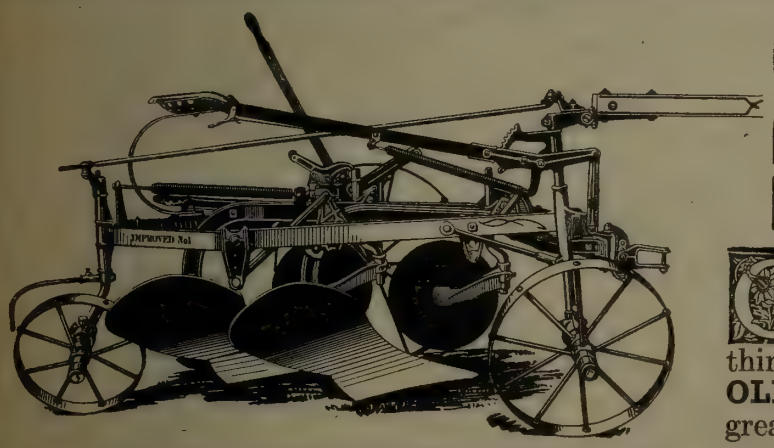


PAY US A VISIT DURING WINNIPEG BONSPIEL

Make our Show Rooms at 160 Princess St. your headquarters. Look over our line: Riding and Walking Plows, Disc and Tooth Harrows, Harrow Carts, Pulverizers, Haying Machinery, Gas Engines, Smut Cleaners, Fanning Mills, Grain Drills, Manure Spreaders, Cultivators, Wagons and Trucks.

TUDHOPE-ANDERSON CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY



The Oliver Line

Old and Tried Friends of Canadian Plow Dealers

OLIVER Plows led the rest as long ago as the "50's" in the last century. Ever since they have been kept at the top level, building up plow confidence in the farmer and making things easy for plow dealers. This half page is to remind you that **OLIVER** Plows are, as usual, the latest and best, improved types, of great strength, light draft, of close adjustment, and easy to operate.

OLIVER IMPROVED No. 1 GANG should have your close study—it is the important plow for the coming season. It is shown here. You will need our new catalogue to appreciate its many good points—these for example: The beams are landed, making plow steadier, relieving beams of side strain, allowing four horses to walk abreast, all on the unplowed ground, with a hitch running between the two beams. The lift device, quick and powerful in action, raises plow or forces them into hardest ground instantly. Perfectly straight furrows and straightening of crooked furrows insured because rear wheel is free to caster and to follow the landside, even though the tongue is turned to extreme right or left. The front wheel support is exceptionally strong; the bar steel frame is double, and a bracket reinforces the frame. The rear furrow wheel is made to resist extreme landside pressure. It is made with a wide adjustment right and left to hold plows in position under all frame wear and strain. The Oliver No. 1 Gang is more satisfactory than ever before.

The Oliver dealer suits every buyer with units from the Oliver line. At his disposal are Oliver sulkies of several types, walking plows, disk gangs, breakers and cultivators.

OLIVER—a plow for any soil and any sized farm. Profitable plows for dealers to sell, as they have been for many years. Write to nearest branch house for full particulars.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

BRANCH HOUSES

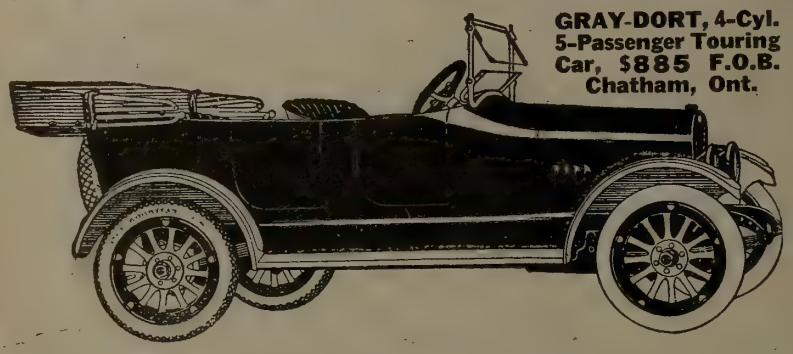
WEST: Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; N. Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST: Hamilton, Ont., London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

Implement Dealers—Attention!

THERE IS A REASON WHY YOU SHOULD HANDLE THESE CARS. LET US SHOW YOU

GRAY-DORT REO PEERLESS



GRAY-DORT, 4-Cyl. 5-Passenger Touring Car, $885 F.O.B. Chatham, Ont.

A CORDIAL INVITATION

During Winnipeg Bonspiel, February 6-20, we will have on exhibition a special display of all models of the above cars. We trust you will make it a point to look them over. Make our Show Rooms your headquarters. Have your mail and parcels sent in our care. We will be glad to see you.

Joseph Maw & Co., Limited

Factory Representatives

112-118 King Street Winnipeg, Man.

BULL DOG FANNING MILLS

Mean Better Crops and Bigger Profits

—COME AND SEE US DURING WINNIPEG BONSPIEL— Catch a Logan West car to Quelch St. We'll be glad to see you. A full line of our seed cleaning and grading machinery will be on view in our show room. Let us show you how we build the "Bull Dog" Line.

Every Bull Dog Mill sold on an absolute guarantee. Cleans oats, wheat, barley, timothy or clover equally well. Automatic feed; 10 to 16-foot elevators, power attachments can be supplied for 24 and 32-inch Mills. Larger Mills fully equipped for power. Large stocks on hand. Send your orders now.

Made in five sizes: 24, 32, 40, 48 and 64 inch sieve widths.

Capacities: 25 to 150 bushels per hour

The 40-inch Power Bull Dog, with Wagon Box Elevator.

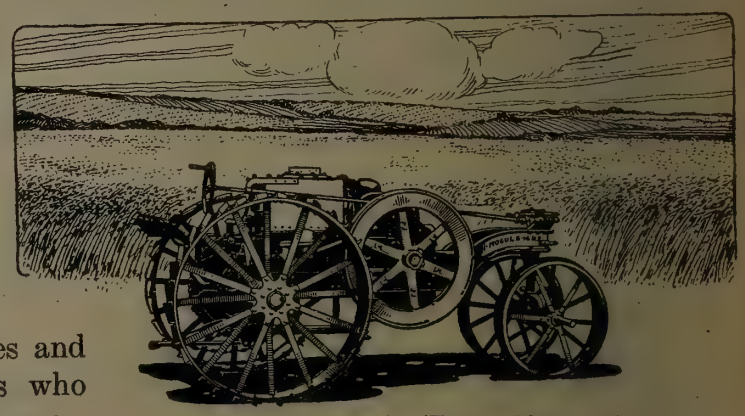
Ask for our Sales Contract

Specialists in Grain Cleaning and Grading Machinery

TWIN CITY SEPARATOR CO., LIMITED

Off Logan Ave. on Quelch Street Winnipeg, Man.

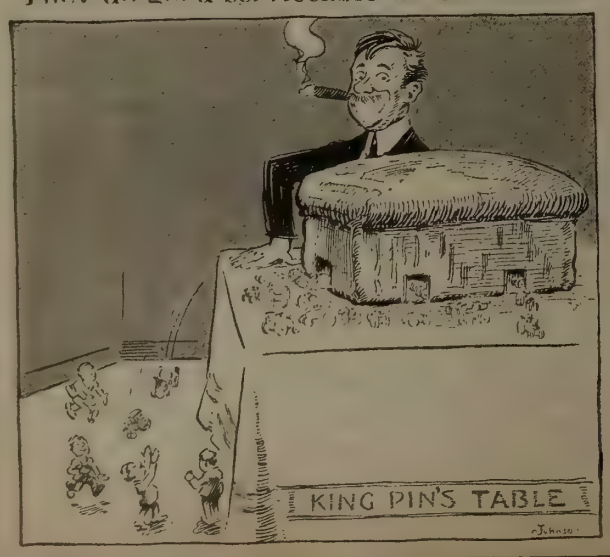
Sell Moguls and Titans



Farmers are Buying MOGULS and TITANS For Real Everyday Power Economy

AS the big facts about the low cost operation and efficiency of Mogul and Titan kerosene tractors become better and better known in every community, the bigger the sales and the more secure and prosperous the standing of the agents who furnish this power to the farmers.

The tractors that really **work on kerosene** are **Mogul 8-16, Titan 10-20, Mogul 12-25, Titan 15-30,** and **Titan 30-60.** They actually cut fuel expense in half—and that's the big item. They are economical machines to buy and to use. They do good serviceable work at all loads, stand up to their jobs in all rush seasons, plowing, sowing, harvesting; at drawbar and on the belt. They work day after day and they are satisfactory to the top notch. They have proved that there is good stuff in them, put together in the right way. Behind them stands the good service of this Company. Farmers know that nowadays.



So do wise dealers. Somebody on your territory is going to be King Pin in this new kerosene tractor business. Somebody one of these days is going to run off with the whole loaf of **MOGUL** or **TITAN** tractor profit. Will the loaf be yours or will you be satisfied with the crumbs that fall from King Pin's table? That question means a great deal to you. Now is the time to answer it. Big spring tractor business is in sight. Write to the manager at the nearest branch for the facts as they apply to your vicinity. They will be interesting facts.

International Harvester Company of Canada, Ltd.

BRANCH HOUSES

WEST: Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; N. Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.
EAST: Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 3 WINNIPEG, CANADA, MARCH, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

UNION BANK OF CANADA

Head Office: Winnipeg

LOANS for LIVESTOCK

THE UNION BANK OF CANADA is prepared to make loans to good farmers on reasonable terms, to purchase cattle for feeding or breeding purposes.

It is in the best interests of farmers to increase their herds.

Consult the Local Manager for particulars.

Paid Up Capital - -	$5,000,000.00
Deposits Over - - -	$85,000,000.00
Total Assets Exceed - -	$109,000,000.00

THE PIONEER BANK of WESTERN CANADA

HAIL FIRE LIVE STOCK INSURANCE

CARSON & WILLIAMS, BROS., LIMITED

720-726 Union Bank Building Winnipeg

PHONES (Private Exchange) MAIN 6112-3

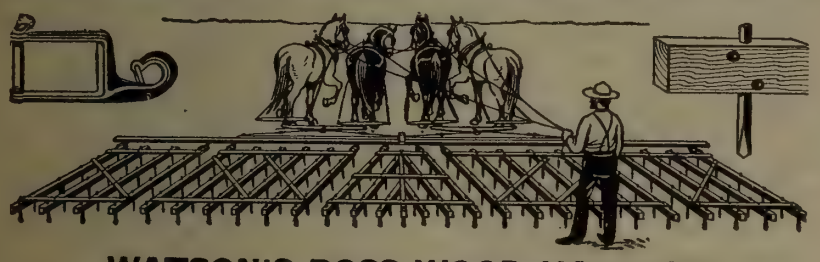
REPRESENTING

THE LONDON MUTUAL FIRE INSURANCE CO.
THE MILLER'S NATIONAL INSURANCE CO.
THE CANADA HAIL INSURANCE CO.
THE GENERAL ANIMALS' INSURANCE CO.

APPLICATIONS FOR AGENCIES INVITED

WATSON'S HARROWS

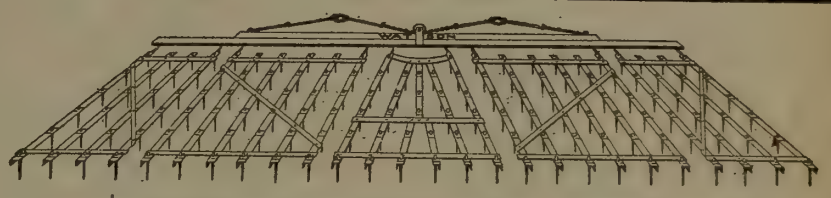
Make Satisfied Customers and Repeat Orders



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers. Sizes—78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet.

WE CARRY REPAIRS FOR ALL MOLINE IMPLEMENTS



WATSON'S STEEL BOSS HARROW

Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch evener. Light draft, exceptionally strong. Sizes—101 Tooth, cuts 17 feet; 149 Tooth, cuts 24 feet.

Control the Harrow Trade in your territory this year by selling these Harrows

John Watson Mfg. Co. LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

Sell Dominion Sewing Machines

Repairs and Accessories for all makes of Sewing Machines

A BIG PROFIT LINE

Wise Dealers Sell Them

Every Dominion Sewing Machine sold makes a satisfied customer. Your lady customers cannot buy a better machine at any price. They increase your prestige in the farm home—and net you a nice profit on every sale.

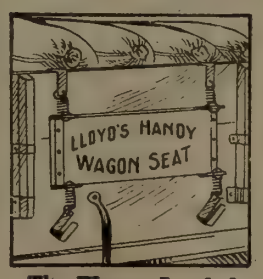
Get our large FREE Catalog at once. Using it, sales can be closed with ease. Shows the machines in natural colors.

IS THERE A "DOMINION" AGENT IN YOUR TOWN? IF NOT, WRITE US TO-DAY

The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG

THE LONGEST RIDE LOOKS EASY, IF THE WAGON HAS A SEAT LIKE THIS



The Wagon Loaded

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEAT

Fits any Wagon or Sleigh Box Made

Going Home

When your customers come to town, show them the Lloyds Wagon Seat. They won't go home without one in their wagon or sleigh box. It gives comfort, protection from the wind and complete control of the team. Carries 600-lbs. with ease. Order your wagons without seats, and sell the Lloyds. The price is right.

Wawanesa Wagon Seat Company

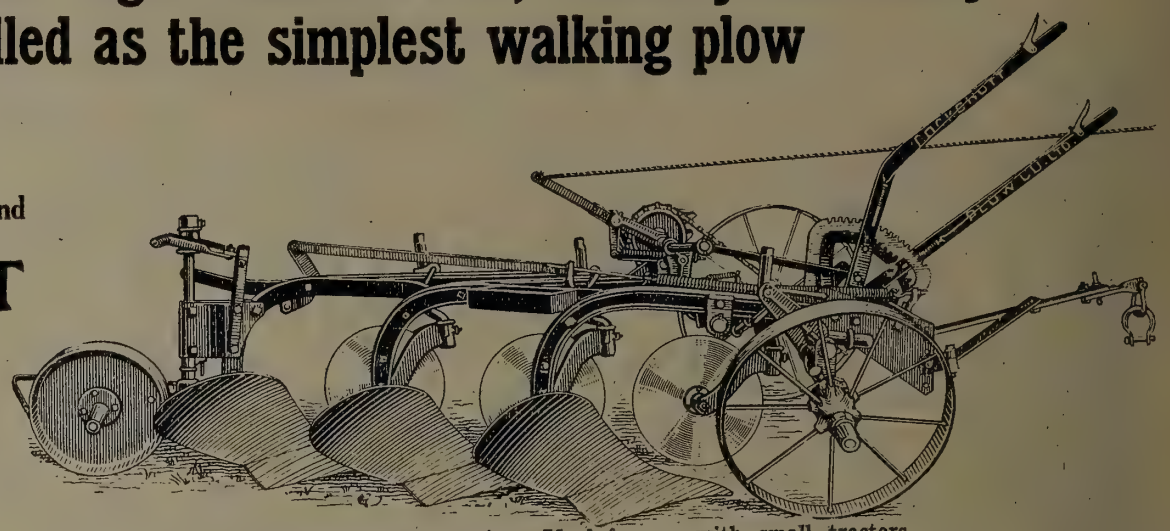
WAWANESA, MANITOBA.

THE PLOW PROBLEM SOLVED

Here is the finest development of the science of plow building —the Cockshutt Light Tractor Plow, as easily and surely controlled as the simplest walking plow

High and level power lift—no cutting or dragging tops of furrows when turning or crossing plowed ground

COCKSHUTT LIGHT TRACTOR PLOW



Two and three-furrow sizes—Ideal for use with small tractors

THIS is the day of small, one-man tractors, and Cockshutts, as usual, have anticipated the demand for a modern two or three furrow gang plow that absolutely suits Western requirements. With labor becoming so scarce you'll find this plow needs only to be seen to be bought.

The action of the bottoms is a marvel of simplicity and ease of control—they are lifted automatically by the land wheel, through a pull on a cord, and another pull on the same cord causes them to dig into their work at once. Extra clearance comes from the staggered front wheel; the Plow can be hitched to any make of tractor; the lubrication is perfect. The famous Cockshutt light draft, together with highest quality, tested materials, characterize this splendid working, labor-saving implement.

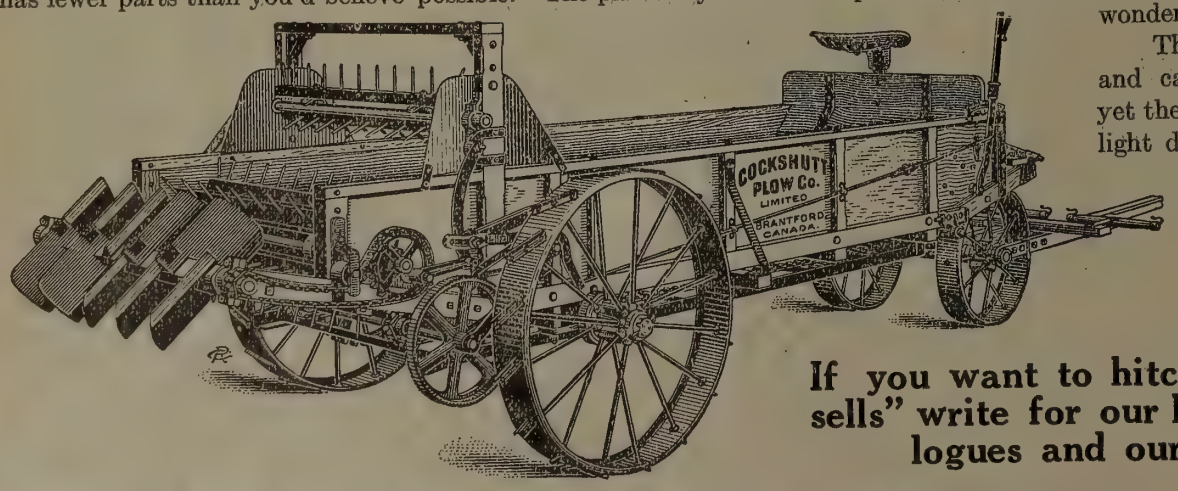
Cockshutt dealers are, to us, members of the Cockshutt family—we can't do too much for them in co-operation, service, advertising and goods that make good.

If you were a Farmer, here is the Manure Spreader YOU'D buy—

COCKSHUTT MANURE SPREADER

It's a real spreader—not a mere unloader. It's a wonder and gives a splendid distribution, yet it is stronger, simpler and has fewer parts than you'd believe possible. The pair of cylinders working in opposite directions pass the manure on to that big Cockshutt improvement, the perfect-distributing and pulverizing paddle which cuts up even lumpy, frozen fertilizer and gives a wonderfully even distribution.

The conveyor chains are smooth running and cannot sag underneath—the box is low yet the clearance is ample. Immense strength, light draft and new, common-sense, practical ideas are built into every Cockshutt Manure Spreader.



If you want to hitch up with "the line that sells" write for our handsome new 1917 catalogues and our proposition to-day.

COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

Distributing Points: RED DEER LETHBRIDGE EDMONTON BRANDON PORTAGE LA PRAIRIE

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 3 WINNIPEG, CANADA, MARCH, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

MEETING M.O. COMPETITION BY CO-OPERATIVE PURCHASING

An Address by J. M. Murdock

One of the outstanding features of the 1917 Convention of the Saskatchewan Retail Implement Dealers Association, held at Moose Jaw, January 29th and 30th, was an address upon the above subject by J. M. Murdock, of Moose Jaw. The leading arguments in this able peroration are given herewith.—Editor.

It is the large exclusive mail order house which most concerns the small dealer. The Advertising Manager of one of the largest mail order houses is credited with making the statement that "There is a copy of our 1917 catalog on every center table, and a copy of last year's in every woodshed."

This type of mail order house started out in a small way and developed rapidly because it offered certain advantages to the customer, which were not to be found in the average small dealer's place of business, such as complete stocks at all times; the mail order house carrying many things that the average retail dealer cannot afford to carry because of the limited demand for these lines of goods. The customer is offered the convenience of selection by consulting the catalogue and finding before him almost everything he might require or desire to purchase.

This also has the added advantage of suggesting the purchase of other articles, as the mail order customer probably runs through several sections of the catalogue every time it is taken up for perusal.

Reading is Believing

The assumed advantage of lower prices resulting from the control of factories and the elimination of middlemen, and the plain printing of prices, does much to convince the catalog reader of their fairness, and with many the mail order catalogue is looked upon as a book of price standards by which to regulate their buying. This proves beyond doubt that people will believe printer's ink. The superiority of mail order descriptions of goods over the usual descriptions offered by the small retailer also are a factor of influence.

The story is frequently told of the farmer who explained to the implement dealer the advantages of a type of plow from information gained from a description of it in a certain mail order catalogue.

The alarming growth of the mail order house, and the place it takes in the field of distribution is evidenced by the fact that in the United States during the year 1915 the sales of M. O. houses were more than two hundred million dollars, and most of this came from small communities, therefore, directly out of the business of the small independent retailer.

The Sears-Roebuck Company of Chicago have over six million customers, and in 1915 their increase in sales was almost 20 million dollars. This illustrates to us the stupendous amount of circulating medium sent out of local communities each year, and the attendant danger to the business life of the local dealer.

Some Price Comparisons

Now, for an illustration of the competition which the dealer has to meet, we shall compare the prices of a few of the different implements, as advertised by the mail order houses, and the cost of the same article to the dealer.

The T. Eaton Company advertise a power feed cutter at a price of $49.75. This same machine will cost the local dealer $46.35 wholesale, if he purchases in small lots.

A 2 H.P. stationary hopper cooled engine with built in magneto is quoted at $49.85, while the dealer must pay $53.00 for an engine of equal specifications.

A regular Portland Cutter is priced at $45.60, and this same job costs the dealer $47.75.

The Mail Order House does not give any particular guarantee as to quality of material and workmanship, knowing well from experience that a machine paid for before delivery always works better, and is more liable to remain sold, than if delivered on a note settlement.

Local Efforts Made

As regards competing with the Mail Order House, much has been said and written. Retail Merchants' Associations have been formed, and have voiced protests and called upon the inhabitants of their towns, cities and districts to patronize the home institutions because of local patriotism. In every territory many representative citizens contribute newspaper articles advising and encouraging the consumers to spend their money with their home dealers.

Retailers have, in some cases, refused to buy from Manufacturers or Wholesalers who supplied the Mail Order House, hoping by this means to hinder its development. Tradesmen have threatened, cajoled, and ridiculed their customers—all without avail!

In some cases the freight handler at the local railroad station has been subsidized to give information regarding residents receiving goods from the Mail Order House, so that they might be disciplined by curtailment of credit privileges, or in other ways discouraged from the practice.

Lectures have been given pointing out that the Mail Order House did not pay local taxes or help local improvements. Trade at Home campaign advertisements have been carried on, and almost everything that savors of the fighting spirit has been tried and tried again.

There is a story current in many centers of the farmer who objected to the price of a saw offered in competition with one advertised by the Mail Order House. It is said that the retailer replied: "Certainly I will sell it at the same price they do, but you will have to pay me now and add the cost of the postage and expressage, and wait two weeks before you can have the saw, just as you would if you ordered it from the M. O. concern."

Still the Mail Order House thrives, despite the efforts put forth to divert and direct the trade into local channels. Therefore, we must infer that these methods of fighting it are wrong; that the love of fair play enlists sympathy on the side of the one assailed, who is not present to plead his own case, and that such efforts, if they do anything, only advertise the Mail Order House and help to convince the prospective patron that there must be some advantage in Mail Order Shopping or the Retailer would not oppose it so strenuously.

Advantages and Disadvantages

Calumny does not convince but it often arouses curiosity. To say that Mail Order Houses handle poor goods would not, in most cases, be true. Admitting that there are instances of this character—and most of us have known of some—no great Mail Order business of any kind can be built except through satisfied patrons. What, then, is the retailer to do? The better way, would be, it would seem, to weigh his advantages and disadvantages against those of the Mail Order House, utilizing the one and overcoming the other until there shall be no further reason for any of his customers ordering from a distant source of supply, because they find it to their advantage to patronize the local dealer.

A Hopeless Effort

Now, the dealers holding commission contracts cannot hope to ever compete with the Mail Order House, even though they handle lines of superior quality, neither can they expect to do this when they have to pay a wholesale price of, we will say, $47.75, for a cutter that is sold by the Mail Order House for $45.60, laid down at the customer's Railway Station.

With these conditions existing there is only one way for the retail implement man to fight this existing evil to his trade, and that is by organization. Organization has enabled the Catalogue Houses to give the customer, choice of selection, quality, service, and, probably most important of all, Price! The retailer has the advantage of being personally acquainted with many of his customers; he knows their likes and dislikes intimately, and by knowing this he can regulate his stocks

to meet their needs, and can assist them in making judicious purchases.

In the Dealers Favor

Further, people like to examine goods before purchasing, and usually wish to become possessors immediately. The necessity of buying from printed illustrations and descriptions, and consequent delay in receipt of goods ordered by mail, are serious handicaps for the mail order house—and it knows this as well as we do!

The proper arrangement of the retailer's stock to facilitate inspection will do much to induce the purchase of articles which otherwise might be ordered by mail from the Catalogue House. As to the matter of service, the dealer should not, in his over anxiety to make sales, make any promises without consideration, and these when made should be kept absolutely to the letter.

As regards quality and price, there is only one solution and that is Co-operative Purchasing.

The Power of Organization

Individually the dealer can accomplish nothing in the line of purchasing goods at a price whereby he can compete with the Mail Order House, for after all, price is the main issue. To purchase our goods at advantageous prices we must be organized in such a way that we can go direct to the Manufacturer and purchase in such quantities that we can get prices and quality equal to that offered by the Mail Order Houses.

Arrangements could be made to have a distributing warehouse at some convenient point, where the dealer can draw from for his requirements. A purchasing bureau could be established, and each member of this organization can give in his estimates, and cash deposit, and the purchasing representatives can approach the Manufacturer, who will readily be prevailed upon to sell at prices whereby the Mail Order House can be competed with.

What the Bureau Could Do

This Purchasing Bureau can be constantly on the alert for lines of goods which will strengthen the retailer's stocks from a competitive standpoint. We cannot do the last thing first, but by organization and establishing ourselves on a basis similar to what I have outlined, we will not only compete successfully with the Mail Order House, but we shall also show the dealer who refuses to come into the Saskatchewan Dealers' Organization that the only other alternative for him is to go out of business.

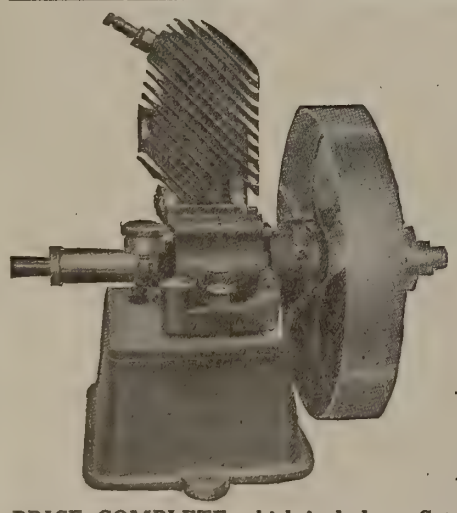
However the Mail Order House is here to stay, and fighting it by trying to tear down its reputation for square dealing will avail little. Emphasizing our own advantages and minimizing those of the Mail Order House, through organized constructive effort, offers the only sensible solution of the problem for the retailer.

The commencement of such a Cooperative Purchasing Bureau is not necessarily on a large scale. As its advantages became apparent—as they rapidly would—dealers would drop their scepticism and realise that this movement is the solution of the difficulty as to how we may meet—and beat—Mail Order competition.

Present conditions make it imperative that some movement be made along this line, and the Saskatchewan Retail Implement Dealers' Association, as a strongly organized body, could readily surmount any seeming difficulties that may be raised against such a scheme. In the ultimate, it is the only means of the implement dealer getting a fighting chance to beat the M. O. octopus. Realizing that fact, the implement dealers of this province will be blind indeed to their own best interests if they do not get into line so that we may face the dawn of better conditions in the trade.

Here Are The BABIES
And They Are Darlings!

The One-Half and One Horse Maytag Multi-Motor Engines are Two-Cycle, Air-Cooled, and Eat Gasoline or Gas.



They Are Different From The Hired Hand—When Not At Work They Do Not Eat Anything.

This unique baby engine consists of only 29 parts, including all the bolts and screws — only 5 actual moving parts. There are no gears, cams or valves to cause trouble.

GUARANTEED IN EVERY DETAIL

PRICE COMPLETE, which includes a Set of Columbia Sealed Batteries, a Lemke Coil, and One Gallon of Maytag Multi-Motor Special Oil:

$35.00 For Half-Horse **$45.00** For One-Horse Size

Write for Dealer's Discount

THE MAYTAG CO., LTD.
WINNIPEG MAN.

Getting Retail Trade to a Cash Basis

On Tuesday, Feb. 13, a meeting of the Retailers, Wholesalers and Bankers was held in the Royal Alexandra Hotel, Winnipeg, under the auspices of the Canadian Credit Men's Association. A large number of retail merchants present in the city attended. The feature of the evening was an address by Vere C. Brown, of the Canadian Bank of Commerce, who spoke on the enormous aggregate of bad debts in the retail trade arising from the credit system. He quoted figures showing how many retail merchants do not keep adequate books, and contended that the competition of the mail order houses will not be effectively met, and the support of the farmers won for the local merchant, until the latter has been established on a cash basis and his methods generally brought on to a much higher level of efficiency.

Further, Mr. Brown stated that it was now the policy of the banks to encourage their better farmer customers to take their floating credit from the bank and pay cash for purchases. He appealed for the retail and wholesale interests to co-operate in an effort to get business done on more nearly a cash basis.

By several of the retailers present experiences were given where the speakers had tried a cash system and failed to make it pay, reverting to the credit game. It was conceded that two prices should be set, one for cash, another for credit sales. Several speakers roasted the banks to a considerable extent, it being pointed out that the banks only intended to grant credit to those farmers who were already good credit risks so far as the retail merchant was concerned. It was further pointed out that the reretailer often had to pay more for lines at wholesale than the price the mail order house laid down the identical goods for in the territory. No reason for this was offered by the wholesalers present.

A committee will be arranged composed of banking, wholesale and retail interests to go into the question as to whether it is practicable for general retailing to be done on more nearly a cash basis.

Implement Concern Does Record Cash Business

A writer of songs lilts that "Heaven must be Ireland," but he is away out. The present geographical location of Heaven, so far as the farm machinery trade is concerned, is Southern Alberta!

In that territory, during 1916, the International Harvester Company of Canada, did 82 per cent of its business upon a cash basis. Credit was extended for only 18 per cent of the machinery sold. There can be no better instance to show the unparalleled prosperity of Southern Alberta, and if only 82 per cent of the entire farm machinery trade of the Canadian West could be done for cash during 1917 we would re-write the whole blamed song and readjust the territorial boundaries of Heaven to extend from the Great Lakes to the Pacific Coast.

Did you get the figures, Brother Dealer, 82 per cent of all sales cash, 18 per cent credit! Who wouldn't do business in Southern Alberta?

The Sisal Trust Explains?

The sisal fibre monopoly is spending some of its enormous wealth in a campaign of advertising to the farm and daily press of America, pleading for sympathy, and explaining how powerful interests in the U.S. are attempting to put the responsibility for the present high prices of binder twine upon the sisal fibre monopoly—as it has been proved to be. The monopolists declaim in their ads. that they are not responsible for the rise in the price of twine. This after the U.S. Senate Committee had found them directly responsible. In 1915, before the mono-

poly was formed, the highest U.S. wholesale price for binder twine was 8¼ cents; to-day the price demanded, and obtained by the monopoly for fibre—not twine—is 16½ cents.

In Farm Implement News, Chicago, the journal largely instrumental in showing the strangle hold the sisal monopoly had on the trade, a four page ad. from the Sisal Trust appeared. As the above named trade journal explained, they published the advertisements, and will turn the entire payment for same over to the Natural Federation of Implement and Vehicle Dealers' Associations, who will use the funds to help fight the sisal combine. A very pretty example of poetic justice, the sisal combine helps to cut its own throat! It seems apparent that it will be wise for the dealer to find out as early as possible this year how much twine his customers will require. Co-operation between the supply sources and the dealer will aid vitally in ensuring a supply of twine. Holding orders will in no way affect the price situation—that much is evident, for the exorbitant price of fibre must be reflected in this year's twine prices.

Washing Machine Manufacturers Organize

In every industry organization is the keynote of modern effort. Recently the American Washing Machine Manufacturers' Association held its first annual meeting in Chicago. This body includes men who produce 75 per cent of all the washing machines made on this continent.

The aim of the association is to better conditions in the washing machine industry by studying efficiency in the manufacture and sale of washing machines, in practical cost systems and the standardization of parts. The efforts of this body, it is claimed, will benefit everyone who uses, sells or manufactures hand, power or electric washing machines. A national publicity campaign will be carried on to show the housewife that she does not realize the possibilities of the washing machine as a practical labor and time-saving device.

Railsbeck Publicity Expert for Deere and Co.

H. M. Railsbeck has been appointed director of the advertising department of Deere and Co., Moline, Ill., succeeding the late Frank D. Blake. Mr. Railsbeck has been connected with the advertising department of the Deere organization since 1911, and is only 31 years old. His appointment, announces G. N. Peek, vice-president, is the result of the exceptionally good work done by him under the supervision of the late Mr. Blake. Mr. Railsbeck is a proficient and forceful writer, his contributions to Deere publicity having attracted much favorable comment. He applied for a job under Mr. Blake upon leaving college, and starting in a minor position has worked his way up by sheer merit and brilliant work.

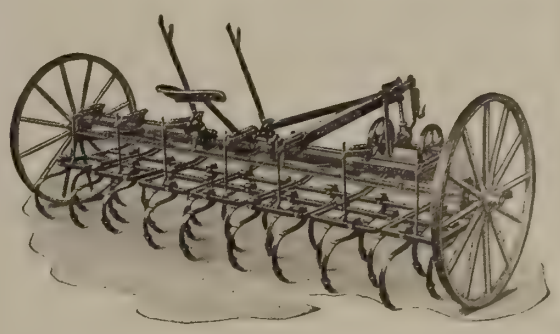
It is a hard job for any man to fill the position left vacant by the late Frank D. Blake, who was a genius in his line, but the Deere organization are confident that Mr. Railsbeck will maintain the exceptionally high standard set by his predecessor. We congratulate Mr. Railsbeck on his well deserved promotion.

Saskatchewan Association Busy

The Saskatchewan Retail Implement Dealers' Association are this spring carrying on an aggressive campaign to increase the membership of that body. A pamphlet and publicity literature will be issued, which should do much to interest dealers throughout the province in the value of the organization to them. In every line of business organization is essential, and the dealers in Saskatchewan, who are not now members of the provincial association should realize that fact, and line up with their brother dealers. Full particulars concerning the association may be obtained from the secretary, G. W. Matheson, of Craik, or the president, W. J. M. Wright, Regina.

The Dealer of Tomorrow

For the implement dealer the future holds many problems. Changes will have to be confronted in the business, and by anticipating future problems the dealer, can, by application, and by the use of different methods, adapt himself to the new era in the trade. He will have to become more and more efficient as exterior competition presses more heavily upon the business. Old methods will have to be discarded, and a greater degree of co-operation, economy, efficiency and service substituted. He will have, more and more to prove that he is an essential factor in the system of machine distribution, for if he fails to meet the changing conditions, then his place will be filled by some other unit. In this business distrust and discontent will have to be purged from the minds of our customers; petty jealousies between dealer and dealer will have to cease, and an atmosphere of confidence will have to be established all around from the manufacturer clear down to the consumer—the farmer.



A Good Seed Bed is Necessary to Success

You may save a little on the cost of producing your crops by slighting the various farming operations—but when you figure up at the end of the year you'll be out of pocket.

Thorough preparation of the soil, good seed, and careful seeding, pay big dividends on whatever the additional expense may be.

The Massey-Harris Line

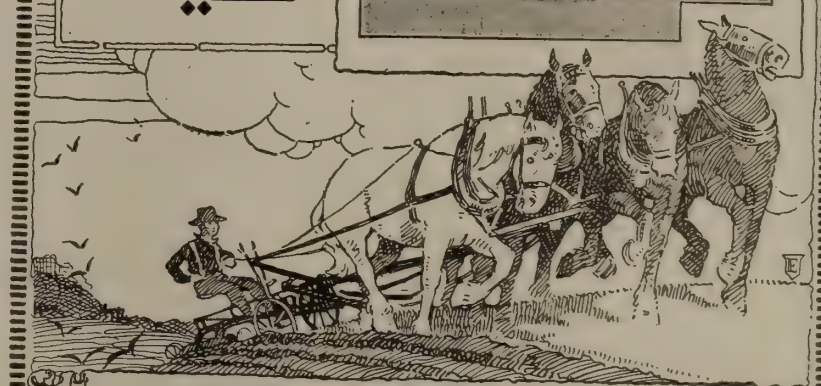
of Tillage Implements includes everything Necessary to enable you to Prepare the Soil in the way which will Yield the Best Returns.

Thorough pulverizing of the soil makes it easier for the hair-like roots to get through; increases the capacity of the soil for holding moisture; prevents loss by evaporation; aerates the soil and destroys the weeds.

Massey-Harris Plows, Cultivators, Harrows, etc., enable you to give the soil just the right sort of treatment to ensure bumper crops.

Everything you need, and everything the very best.

Time has Proved the Worth of Massey-Harris Implements



MASSEY-HARRIS CO., Limited.
Head Offices—Toronto, Canada.
BRANCHES:—Montreal Moncton, Winnipeg, Regina, Saskatoon, Swift Current, Yorkton Calgary, Edmonton. — Agencies Everywhere —

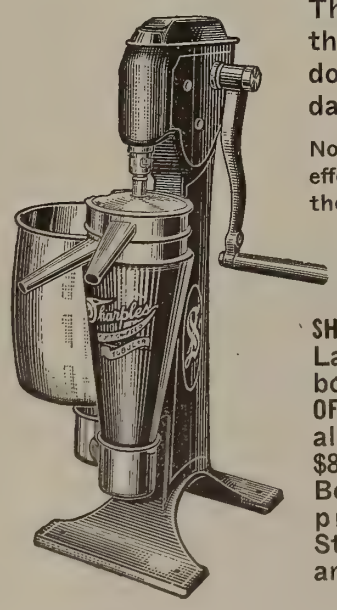
On the 19th of December, (a dull month), we received orders for 2356 Sharples Suction-feed Cream Separators —21 carloads! This proves that farmers are waking up to the value of a separator that skims absolutely clean, regardless of how fast or how slow it may be turned.

Thousands of actual tests have proven that 19 out of 20 farmers turn their separators too slow MOST of the time, and that everybody turns too slow SOME of the time. Now remember this: EVERY SEPARATOR (EXCEPT SHARPLES) loses cream when turned too slow. This loss totals 80,000,000 lbs. of butter yearly in North America alone. Cream loss is IMPOSSIBLE with the

SHARPLES
SUCTION-FEED
CREAM SEPARATOR

—the ONLY separator that will skim clean at widely-varying speeds
—the ONLY separator that gives cream of unchanging thickness—all speeds
—the ONLY separator that will skim your milk quicker when you turn faster
—the ONLY separator with just ONE piece in bowl—no discs, easiest to clean
—the ONLY separator with knee-low supply tank and once-a-month oiling

Millions of farmers and dairymen, many of them your customers, read Sharples advertising every month. We have educated them, through Sharples national advertising, to be content with nothing less than the cream-saving Sharples Suction-feed. They realize that only by using the Sharples can they get every dollar of profit out of their dairying.



Now remember this: Last year we effected a 340% Sales Increase—due to the wonderful Suction-feed invention. Why not increase YOUR Separator sales 340% next year—by handling the Sharples!

SHARPLES BONUS OFFER TO DEALERS: Last year we paid out over $50,000 in bonuses to Sharples dealers, OUTSIDE OF REGULAR COMMISSIONS! One firm alone received a bonus check for $880! Full information about our Bonus System will be sent you promptly—without obligation. Start in on the road to Bigger Separator Sales by writing us—to-day!

The Sharples Separator Co., Toronto, Canada

The Buckeye Machine Co., Calgary, Alta.
Distributors for British Columbia, Alberta and Saskatchewan

The Mitchell & McGregor Hdwe. Co. Brandon, Man.
Distributors for Manitoba

The Proper Speed of the Cream Separator

In the last few years there has been a good deal of discussion among dairy authorities as to what extent turning the handle of the cream separator at a lower speed than that at which it was designed by the manufacturer to be operated, had upon the closeness of the skimming of the machine.

It was generally admitted by those who had given the matter any investigation that a great many dairy farmers, who thought they were operating their machine at the proper speed, were in reality turning the handle at from five to twenty revolutions below the proper speed.

Within the last year or two, thousands upon thousands of tests have been made with different operators, and these show conclusively that the average person turning a cream separator by hand runs it at from five to twenty, and sometimes as much as thirty, less turns per minute than the speed at which it was designed to be run.

It was found that farmers who had been running cream separators for years were very often as far afield in the guess they made at the proper number of revolutions per minute as were farmers who were turning the crank for the first time.

Tests made by the Purdue (Indiana) experiment station showed that at the speed at which many farmers turned their machines, the loss of cream from this cause alone, in a herd of ten cows, would amount to several times the entire cost of a high-grade cream separator each year.

The De Laval Company has made many such tests on its own account, and has watched with a great deal of interest the tests made by others, and as a result of these tests decided several years ago that as soon as a reliable and simple speed indicator could be developed, such a speed indicator would be furnished as a part of the standard equipment of every De Laval machine.

In investigating this matter of proper speed of the cream separator, exhaustive tests were also made of the various devices which had been developed with the idea of decreasing the inflow of the milk into the machine when the speed was decreased, and while it is possible to regulate the inflow of milk to the speed of the machine in a number of different ways, all such devices were rejected by the De Laval Company for several very good reasons.

First: Every separator of whatever make, will skim closer and do better work at the speed at which it was designed to be operated than at any other speed; especially a lower speed.

Second: While certain devices to regulate the inflow of milk to the lower speed make possible clean skimming at a few turns less of the handle than the designated speed of the machine, at ten to fifteen or twenty turns less the machine will not skim as clean. This was proved conclusively by many tests.

Third: While fairly clean skimming at a few less revolutions might be accomplished with a feed regulating device, it was found that there was always a

De Laval Bell Speed Indicator

considerable variation in the thickness of cream, and as every cream buyer and dairyman knows, this is a constant source of annoyance and bother.

Fourth: Even if a device could be found for regulating the intake of whole milk to the decreased speed of the machine, and it were possible by the use of such a device to accomplish as clean skimming and a uniform thickness of cream, such a device would be undesirable because it would result in the farmer's running his machine very often at a considerably lower speed, and of course this would mean, in effect, a machine of considerably smaller capacity and a good deal longer time spent in separation. In other words, the farmer would be paying for a large capacity machine and only getting the benefit of a small capacity machine.

Fifth: Any device for the purpose of accomplishing clean skimming at lower than the rated speed of the machine is an encouragement to careless operation of the machine, and from this standpoint alone is undesirable.

For these various reasons, the De Laval engineers came to the conclusion that the successful solution of the proper operation of the cream separator lay along the line of some device that would practically compel the operator to

THE NEW DE LAVAL

A Bigger and Better Cream Separator

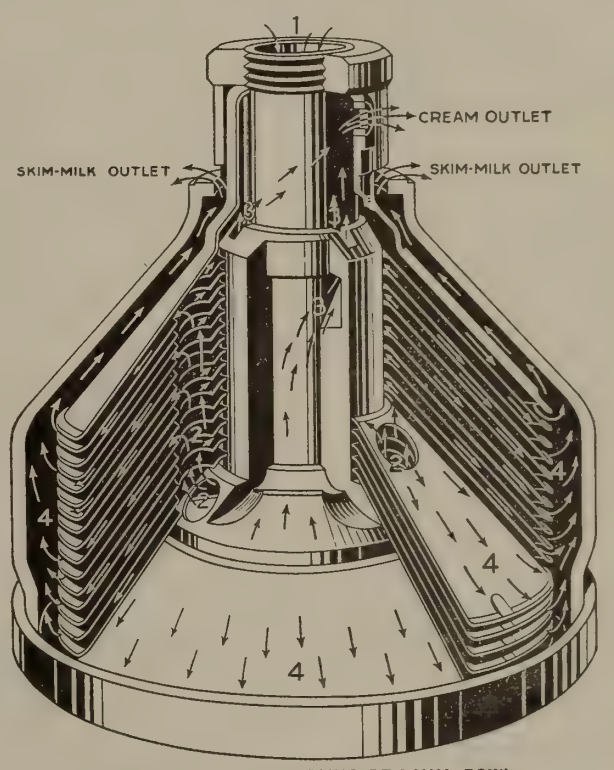
THE De Laval Company has done many big things, but the introduction of this new machine is the biggest event in separator history.

Its coming has been heralded in full page announcements in nearly every farm and dairy paper the country over, and by the mailing of millions of folders and letters to De Laval agents' prospects.

Every cow owner in the country has seen these announcements, and inquiries are pouring in every day from prospective buyers.

They're all talking about the New De Laval.

All this means more business and more profits for De Laval agents.



THE NEW SELF-CENTERING DE LAVAL BOWL

Important Features of the New De Laval

Greater Capacity

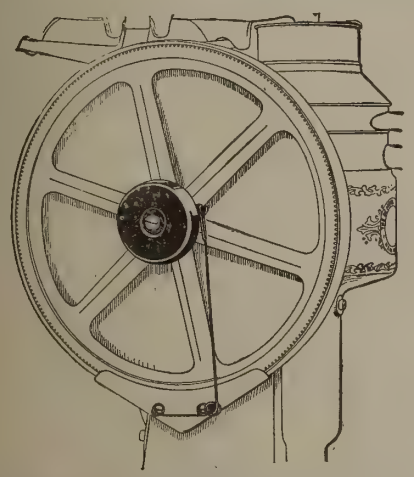
Without increasing the size or weight of the new bowl, its capacity has been increased.

Self-Centering Bowl

The bowl is loosely supported upon the spindle and will run true and do perfect work even after long wear.

Skims Closer

The improved bowl design, together with the patented milk distributor, gives greater skimming efficiency.


Every New De Laval is now equipped with a Bell Speed-Indicator, the "Warning Signal" which insures proper speed and uniform cream

Discs Interchangeable

All discs are exactly alike, are unnumbered and are interchangeable.

Fewer Discs

There are fewer discs in the new bowl, although the capacity is greater.

Easier to Wash

Simpler bowl construction and fewer discs, caulked only on the upper side, make the bowl easier to wash.

Easier to Turn

The low speed of the De Laval bowl, large capacity for the size and weight of the bowl, automatic oiling and high grade workmanship, make the De Laval the easiest cream separator to turn.

There is no better time than right now to send in your application for a De Laval contract. There is cream separator business all around you. You can get more of it and make more profit on it with the De Laval than with any other separator.

THE DE LAVAL COMPANY, LTD.

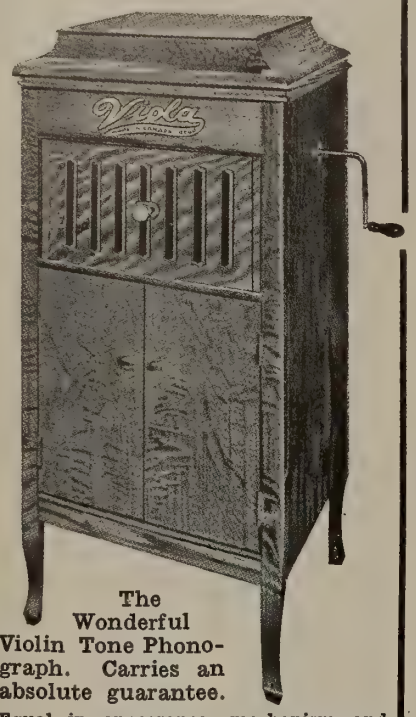
WINNIPEG VANCOUVER MONTREAL PETERBORO

LARGEST DAIRY SUPPLY HOUSE IN CANADA

Big Profits for You!

GET THE AGENCY FOR

The "VIOLA"



The Wonderful Violin Tone Phonograph. Carries an absolute guarantee.

Equal in appearance, mechanism and tone to any $150 Cabinet Phonograph. Sells for less than half the price, with a handsome profit for the dealer. Hundreds of prospects right in your district. Get one in your store—sales follow. Large stock of Canadian double-disc records. Write at once for the "Viola" agency in your town. Address

DOMINION SEWING MACHINE COMPANY

80-82 Lombard Street, WINNIPEG

turn the handle at the number of revolutions per minute which would insure the very best efficiency of the machine, both as to clean skimming and uniformity of cream.

As a result of the very exhaustive investigations made by the De Laval engineering department, the De Laval Bell Speed Indicator was perfected. This speed indicator is very simple in construction and there is nothing to get out of order or cause trouble after long use. No adjustment is necessary.

When the operator begins to turn the crank to get the machine up to the proper speed, the bell rings with a clear, loud note at each revolution of the crank handle, but just as soon as the operator has brought the machine up to the proper speed, the bell stops ringing, and as long as the machine is kept at the proper speed the bell is silent. But the moment the operator lets the speed drop down below the designated number of revolutions marked on the handle of the machine, the bell begins to ring again.

Very often the cream separator is run in poor light, or in a room that is partially dark, and for this reason any cream separator speed indicator that indicates the speed visually is undesirable. Furthermore, all such indicators are complicated in construction and expensive to manufacture.

On the other hand, every De Laval Bell Speed Indicator is a "warning signal," not only for the operator himself, but if the hired man or a boy is operating the machine, it is easy to tell, even fifty yards away, if he is careless enough to let the speed of the machine drop down too low.

As someone said recently: "The De Laval Bell Speed Indicator is a regular cream separator cash register." The only difference is the cash register rings when the money comes in, and the De Laval Bell Speed Indicator rings when the money goes out; or in other words, when the operator lets the speed drop down so low that it interferes with clean skimming.

All De Laval Cream Separators are now equipped with a De Laval Bell Speed Indicator, and while there are many other important improvements in the new De Laval machines, this one improvement alone will no doubt save hundreds of thousands of dollars worth of cream every year to satisfied De Laval users.

Terms on I.H.C. Repairs

The agent for harvesting machinery, in selling repairs, has by far the greatest demand for such parts as knives, sections, knife heads, guards, reel arms, reel boards, etc. A casting may break occasionally, but it would be impossible for the dealer to carry a stock of castings to cover all requirements. The farmer could not expect him to, but he certainly does expect prompt service in the matter of getting a knife head or pitman bolt, or such repairs as may be termed "working parts."

Such parts being practically staple repairs, it is profitable for the dealer to buy outright, carrying the small stock remaining at the close of the season. In order to help the dealer in this connection, the International Harvester Co. of Canada announce a new policy in connection with such repairs, which have heretofore been handled by the dealer on a commission basis. A lower price is provided when such repairs are bought outright on short terms.

The company have decided to allow their dealers 40 per cent discount for cash from the regular price list, provided the dealer purchases a reasonable stock of repairs. Repair men will visit the agencies, shipping to the branch houses obsolete or excessive stock, seeing that the dealer gets a nice clean stock in keeping with his requirements.

Orders will be taken for shipment of this class of repairs prior to June 1st. The forty per cent discount is effective June 1st for all goods shipped prior to that date. If not paid by that date, a 35 per cent discount will be allowed on shipment any time prior to August 1st. After the latter date, the regular contract discount will apply.

This new policy by the International Harvester organization should allow the dealer to stock repairs more liberally, and give more efficient service to his customers. There is no doubt the dealers will fully avail themselves of the new discounts.

Parlin in Hall of Fame

A portrait of William Parlin, founder of the Parlin and Orendorff Co., Canton, Ill., was recently installed in the Farmers' Hall of Fame at the University of Illinois, Urbana, Ill. At the dedication, appropriate addresses were given on Mr. Parlin's life and achievement.

William Parlin commenced to manufacture plows in a small frame shop in Canton in 1842. In 1852 he formed a partnership with his brother-in-law, W. J. Orendorff, under the name of W. Parlin and Co. In 1860 the name was changed to Parlin and Orendorff, and was later incorporated (in 1880) under the name of Parlin and Orendorff Co. To-day the P. and O. trade mark is known wherever plows are used.

New Lines for the Lister Co.

The R. A. Lister Company, Winnipeg, are now distributing agents in Western Canada for the Peoria Tractor, a three-wheel light tractor of good design. Lister agents will be glad to get a light tractor along with the other lines handled by the Lister organization. In Eastern Canada the R. A. Lister Co. are now distributing Avery Tractors from their various branch houses.

Good Seed

The fanning mill should have played a large part in obtaining good seed for the West this spring, and it is to be hoped that it has been used upon our farms. Seed testing becomes more common, and this year there is a similarity to be encountered, for frosted and rusted grain look much alike. The treatment of all seed grain for smut is imperative. Smut treatment with formalin has reduced smut from 80 per cent infection to 1 per cent in recent experiments. One pound of formalin to forty gallons water, well mixed, will thoroughly clean the grain.

Why the Viking is easy to sell and stays sold!

The Viking gives the customer more for his money — more skimming capacity for every dollar he spends with you. You can prove it to his satisfaction in five minutes when you have a Viking on your floor.

The Viking is easy to sell because it is a *high-grade* standard separator which the dealer can offer at a *reasonable price.*

The Viking *stays sold* because it gives 100 per cent service. It gets practically all the butter fat; is very simple to operate; easy to wash; of superior construction which makes it unusually durable.

When you sell the Viking you make money—*real money.* You have a percentage of profit which covers all your overhead and leaves some good hard dollars in your till.

Get the Viking agency

Handle lines which make you real profits—take on agencies which are assets. Get our proposition and study it carefully. Get it *right away,* before some other dealer cuts in ahead of you. WRITE TODAY.

SWEDISH SEPARATOR COMPANY

Dept. 11, 515 So. Fifth Ave., Chicago, Ill.

Large stocks of machines and spare parts at Montreal, Toronto and Winnipeg

VIKING CREAM SEPARATOR

After the War

In his great appeal to the British nation the other day, Premier Lloyd - George contended that prices for grains would not go down immediately after the war. He pointed out that practically the whole of Europe would be run-down agriculturally. The crop raising land would be impoverished, and it would take years to bring it back to its original condition. Consequently, the demand for foreign grain by Europe would be enormous.

The fears of the farmer of flooded markets are evidently without basis. We want big crops and to get them we must have the best farm machinery procurable. Prices for years will be such that the implement business should be upon a sound basis, with less credit than in the days of long terms and low prices.

Cash or Credit?

As every dealer has found in his experience, even in territory where crops have been excellent and prices exceptionally high, there is always a certain class of farmer who will want credit in purchasing his machinery. With one type of man, implements, like the doctor, must always be paid last on the list. It is very questionable if ever a dealer existed who sold all his goods for cash only, and was able to obtain a profitable volume of business. Credit seems essential in the vast majority of cases, and so long as the credit is granted to absolutely responsible farmers, it would be only turning away profitable business to demand cash. Yet we cannot forget that the banks are now prepared to allow credit to just this class of farmer, consequently it might be well in many cases to ask him to get his credit from the banking institutions. The fellow whom the banks will not accommodate we have known for years. Care must be taken in extending him credit, for this class has been the cause of many gray hairs in the retail implement business.

Studebaker Offers Plant to U.S. Government

Following the footsteps of Uncle Henry Ford, the Studebaker Corporation has offered to the U.S. Government the use of its enormous plant and 12,000 employees at South Bend, Ind. In the event of that "overt act" taking place, the plant could be used for the production of transportation equipment for the U.S. army.

Time for that spring advance!

"EASTLAKE" TANKS "EASTLAKE"

Represent a superior line for those IMPLEMENT DEALERS who will sell nothing but the best.

THE BEST MADE TANK ANYWHERE

WRITE FOR THE AGENCY TO-DAY

You cannot tell just how good they are until you see Catalog "T"—It's a dandy!

OUR TANKS COST A LITTLE MORE

WE DON'T MAKE THE FLIMSY KIND AND YOUR FARMER FRIENDS DON'T WANT THEM

The Metallic Roofing Co., Limited

MANUFACTURERS—WINNIPEG, MAN.

You Cannot Handle a Better Individual Outfit than Cushman Light-Weight Combination Threshers

The 1917 Model

Tested and Tried in the Field---Leads in its Line

WE HAVE added many improvements to our 1917 model, and in simplicity of construction and operation, also in quality of materials and durability, we know that it stands alone in the combination thresher field. Low cost of repairs, absolutely uniform speed, smooth running, perfect balance, coupled with the ability to do good work under all conditions, mean absolute satisfaction to the purchasers of Cushman Combination Outfits. The frame of the 24x46 inch Separator is strongly and substantially built, and is braced to stand all stresses and strains. And behind all is the famous smooth-running Cushman Light-Weight Engine.

Every Outfit Equipped with the Famous Cushman 2-Cylinder, Light Weight Engine

BUILT IN THREE SIZES:

8 H.P. with Straw Carrier and Hand Feeder
15 H.P. with Straw Carrier and Hand Feeder
20 H.P. with Wind Stacker and Self Feeder

DEALERS! The 1916 demand for these outfits far exceeded the supply. Get your orders in at once so as to ensure delivery.

THE rigid, strongly braced frame is equipped with a sliding base for regulating the tension of the belt. Our system of bracing—together with the smooth-running, light-weight Cushman Engine—eliminates vibration. Separator is equipped with Automatic Grain Register when desired. Cylinder has 62 teeth; concaves and drums are of the best design. Revolving straw decks give perfect separation of grain from straw. The shoe used cleans grain so that it is ready to market. Our Elevator and Windstacker have exceptional features that ensure efficient work, while the Self-Feeder is automatically governed so that the Separator cannot be over-loaded.
Full particulars will be gladly given on request. Don't delay! Someone will handle Cushman Outfits in your Territory. The man who does will have a big, profitable business.

CUSHMAN DEALERS HAVE NO SLACK SEASON. **OUR AGENCY OFFER WILL INTEREST YOU**

CUSHMAN MOTOR WORKS OF CANADA, LIMITED

Dept. E. WHYTE AVENUE and VINE STREET, **Winnipeg, Man.** **Distributing Warehouses: Toronto, Ont. and London, Ont.**

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self-Feeders—Fanning Mills--Smut and Pickling Machines--Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws--Incubators--Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres

From the Manufacturers

Sawyer-Massey Hanger

We recently received the 1917 calendar issued by the Sawyer-Massey Co., of Hamilton, Ont. This very attractive hanger has in the center a large portrait of the late Earl Kitchener in uniform, being a striking likeness of that dead soldier statesman. Below are arranged views in natural colors of the Sawyer-Massey steam and gasoline tractors and the Sawyer-Massey threshing machinery. This calendar is an excellent example of printer's art and should form a tasteful decoration for the warehouses and offices of the company's agents throughout the Canadian West.

The Waterloo Calendar

The Waterloo Mfg. Co., of Waterloo, Ont., and Portage-la-Prairie recently issued their 1917 calendar. The main feature of this piece of publicity matter is an excellent reproduction of the famous battle scene painted by Elizabeth S. Thompson, "Scotland For Ever." This depicts the thrilling episode of the Battle of Waterloo, on June 18, 1815, when the Scots Greys made their historic charge at Quatre Bras. This picture has world-wide fame as a battle scene of the old days when trench warfare was unknown.

Such a remembrance of Waterloo is singularly suitable to the name of the company issuing the calendar. Below are shown fine illustrations of the Waterloo steam engines and separators, the whole making a calendar which is of a high order of merit. It should be an artistic adjunct to the office walls of Waterloo agents.

A B.T. Booklet

We are in receipt of a new booklet issued by Beatty Bros., Ltd., Fergus, Ontario. This booklet is a sample of the publicity matter sent out to customers by this well know barn equipment concern. It contains a great deal of useful information regarding the erection of steel barns and stable fittings, laying floors with concrete, arranging stalls, gutters, etc. Full instructions are given in regard to the erection of stalls and stanchions, while there is a host of valuable suggestions anent the mixing of cement for floors and curbing.

A section deals with the erection of pens, water bowls, water supply, etc. The whole book is profusely illustrated, and should be of the greatest value to the prospective customer or to the man who is installing sanitary barn equipment. From the agents' standpoint the booklet will be found particularly useful, and the many practical suggestions therein will provide the dealer with a sound basis for selling talk and suggestion as regards barn building and alteration. This booklet is quite up to the usual high standard of Beatty publicity, and it should be in great demand by Beatty customers and by dealers in Beatty barn equipment.

Aspinwall Potato Machinery

The Aspinwall Manufacturing Co., of Jackscon, Mich., and Guelph, Ont., recently issued a very attractive folder descriptive of their 1917 line of machinery for the potato grower.

With potatoes retailing at $2.00 a bushel in Winnipeg, the value of the crop in the Western Canadian provinces is one which every implement dealer should give consideration to. The Aspinwall organization is the oldest and largest manufacturing concern in the potato machinery industry, and their 1917 line is well worth investigation. Since 1884 their machinery has been well and favorably known to the farmer. The folder, comprising sixteen pages, fully illustrates and describes the potato cutters, planters, sprayers, diggers and sorters manufactured by the company. The Aspinwall planter is stated to be the only machine that will plant potatoes of any size without adjustments. Fine detail views of the various machines are shown, also field scenes showing them in actual operation. The entire booklet is nicely gotten up and full of concise information for the dealer in potato machinery. Interested dealers should write the Aspinwall Manufacturing Co., Guelph, Ont., for a copy of this booklet. There is a big opportunity in the potato machinery line in almost any locality where tubers are grown.

Describing Concrete Machinery

The 1917 catalog of the London Concrete Machinery Co., of London, Ont., has come to hand. This concern are the world's largest manufacturers of this class of goods, which is apparent by the variety of machines listed in a very concise and well illustrated catalog. A few of the lines described and illustrated in the pages of this publication are:

Concrete mixers, block and brick machines, moulds, batch mixers, material elevators, sewer pipe moulds, column molds, hoists, pavement mixers, diaphragm pumps, well and cistern moulds, adjustable silo curbs, tile making machines, tombstone molds, tools, etc.

A perusal of this catalog shows a wide variety of lines which the implement dealer could profitably handle, both for town and country trade. There is, without doubt, a very wide opportunity for the sale of this type of machinery, and dealers would be well advised to write the above company for full particulars of their product.

The 1917 Massey-Harris Catalog

For 1917 the Massey-Harris Company, of Toronto, have issued a catalog of their complete line quite up to the usual high standard of their publicity literature. A novel and very interesting feature in this catalog is a section showing in their natural colors the birds of Canada, outlining those species which by destroying insects are friends and not enemies of the Canadian farmer. This bird supplement should prove of the greatest interest to the farmer customers of the company.

A neat and quick index for at once locating the section of the catalog desired is another feature in this catalog, it being possible by mere finger pressure to at once refer to the section desired without looking for any page number. A very complete series of illustrations show the Massey-Harris machines, both in sectional and complete views and in use in the field. The whole line, from binders, mowers and hay machinery, down to plows, wagons, sleighs, engines and cream separators, is fully described, and the information embodied should be of the greatest use to the agents of the company throughout the Canadian West. The catalog may be obtained upon application to the nearest branch of the company.

The Sharples Calendar

The Sharples Separator Co., West Chester, Pa., and Toronto, are distributing a particularly attractive calendar especially arranged for implement and hardware dealers. Those dealers who desire a copy can obtain same by sending a request to the company upon their regular billhead.

A Motor Truck Publication

We have received from the publishers, the B. F. Gooderich Co., Akron, Ohio, their 1917 issue of "Motor Trucks of America." This book, which is handsomely illustrated, contains full specifications of 118 makes of American motor trucks. It has 164 pages, and should be of the utmost use to dealers interested in the sale of motor trucks. It can be obtained by such dealers who request it, on their own stationery from the B. F. Gooderich Co., Akron, O.

Fencing the Highways

The rapidity with which Canada is being settled is evidenced by observation during a journey to-day across the Dominion. One cannot but be impressed by the miles of farm fencing which are seen — particularly in the far West.

It seems but a day since the time when the vast territories of the Canadian West, from the east of Manitoba clear to the Coast, were one wide field. To-day, for hundreds of miles, in any direction you travel, railroad and other propery is substantially fenced. This shows to what extent these vast territories have come under cultivation, either for crops or stock. No better evidence of substantial growth could be had. Incidentally it is a tribute to the quality of fencing to be had of Canadian manufacturers, among whom the Banwell-Hoxie Wire Fence Co., Ltd., of Hamilton and Winnipeg, is noted for their famous Peerless Perfection fencing, with the Peerless lock at the intersection.

The Banwell-Hoxie line offers a great inducement for the aggressive implement dealer, for in the majority of territories there is a steady demand for good fencing—not the cheap mail order variety. Interested dealers would do well to communicate with the Banwell-Hoxie Co., Winnipeg, regarding its product, which is known everywhere for its quality.

Big Russian Order From Moline

The Moline Plow Co., of Moline, Ill., shipped a consignment of 6,000 tons of harvesting machinery from their Poughkeepsie, N.Y., plant on Feb. 6th. This shipment, for the Russian Government, included 3,000 mowers, 2,000 reapers and 1,700 boxes of extras. The export trade of the company was crippled early in the war, but the Russian Government saw need of the machinery, and asked for same on rush order.

This consignment is only part of the total order; the second shipment will comprise 3,000 binders, 1,000 reapers and 500 mowers and rakes. As well as supplying Russia, the Moline Co. are holding for the French Government 125 carloads of Adriance binders, and 25 carloads for the Italian Government. These will go forward when shipping is available.

Get Free Book
About these Lines

Learn all about the BT Line of Steel Horse Stable Fittings. It's a line that will make money for any implement dealer. Every man who owns a horse is a prospect.

WHAT THE BOOK SHOWS

It shows all kinds of steel fittings for the horse stable, steel cow stalls, steel pens for cattle, feed and hay carriers, manure carriers. It contains 336 pages and over 75 views of modern barns fitted up with these goods. Also shows how to build an up-to-date barn from start to finish.

Get this interesting, valuable book and our terms to agents. We need representatives for a few choice territories.

The selling season for this line commences now, so write at once.

BEATTY BROS., LIMITED

Dept. G 293 Winnipeg, Man.

Dept. G 293 Edmonton, Alta.

Sold by Service
That's Why Dealers Handle
"Maltese Cross" TIRES

For Gripping Qualities, Moderate Cost, Excess Mileage, Safety and Satisfaction they stand alone. That's why the Motorist always asks for "Maltese Cross" Tires.

UP-TO-DATE DEALERS

Can obtain big, profitable business in any community by selling "Maltese Cross" Tires, Tubes and Accessories. Make your store the headquarters for the "Maltese Cross" line. Ask for Prices and Literature.

Gutta Percha & Rubber Limited

Fort William Winnipeg Regina
Saskatoon Calgary Edmonton

MADE IN CANADA

P&O Little Genius
POWER LIFT TRACTOR PLOW

The Plow that is Making Good

The difference between just "Tractor Plows" and "P&O Little Genius Tractor Plows" is important to every tractor plowman, for the latter is the full name of a proven quantity—of an article that is making good. P&O Little Genius Plows are built for all kinds of plowing service. They are built in sizes to suit any of the small tractors—2, 3 or 4-furrow—any type of P&O bottoms.

Wherever there is Plowing to be done

From coast to coast — from Canada to the Argentine — to Europe, Asia and Africa—wherever agriculture is practised along modern lines, P&O Little Genius Plows have gone. No other plow on earth, in but three short years, has gone into so many foreign fields, nor made good under conditions so widely different. Looked at from every angle, there's only one real reason for this remarkable record—The P&O Little Genius is making good. It is leaving the plowmen with nothing to be desired in efficiency, ease of operation, lightness of draft, simplicity of construction and durability of its parts. It is making good everywhere—all the time—it's built that way and is bound to do it. Write for catalog.

Built by PARLIN & ORENDORFF CO., Canton, Ill.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LIMITED, SALES AGENTS FOR CANADA

Winnipeg Brandon Regina Saskatoon Yorkton North Battleford Estevan Calgary Edmonton Lethbridge

Rural Credit Machinery in U.S.

In the U.S. under the old system, during times of plenty, the idle funds in the banks were automatically piled up in New York—the financial centre of the country. The banks could not loan these funds upon other than short time paper, since they had to keep in a position to convert such loans into cash to meet possible withdrawals. A large part of such deposits were loaned to Wall street at a rate of interest out of proportion to that charged the average business man and farmer.

The Federal Reserve Act in the United States has equitably distributed the country's enormous financial reserves in twelve Federal banks conveniently located to serve every section of the country. Every state bank and every national bank has joined the system, these being assured that if business is conducted according to law, the twelve Federal Reserve banks will assist them in any emergency, and will supply money to help them meet the legitimate demands of their customers.

By this financial backing afforded the small banks by the Federal Reserve banks, funds have been made available for the use of every business man who has readily convertible assets, and whose fidelity, industry and credit standing entitle him to assistance. This makes sound assets more readily convertible into immediate means of payment, and has acted as a stimulant to and a protection of the country retailer in the United States.

The Federal Reserve Act expressly gives every Federal Reserve Bank authority to purchase from all member banks paper which is issued or drawn for agricultural purposes, or to be used for such purposes. Ordinary paper, such as ordinary commercial notes, cannot be accepted if it runs over 90 days, while livestock or agricultural paper may have as much as six months to mature. Practically all the paper taken by United States dealers in their transactions with farmers is classed as "agricultural paper."

The country banks are enabled not only to take care of the needs of their communities, by reason of their own deposits, but should there be the necessity, the notes described can be sent to the Federal Reserve banks to secure further credit, or actual currency, in the form of Federal Reserve notes. The banks, knowing where they can get the money in exchange for such paper, allow the farmer loans to buy his machinery, raise his crops and carry on his operations. The short time loans may be complained of, but it is necessary that the Federal Reserve banks confine their investments to short time loans, so that such paper may be converted in short notice into gold. Not a cent is lent for any speculative purpose.

The Acceptance System

Looked at from the dealer's standpoint, the new form of settlement in the United States is interesting. A trade acceptance is merely a substitution of a time draft drawn by the seller on the buyer of merchandise, at the time of sale, for the present inefficient system of open book accounts or dead assets. These trade acceptances have a certain maturity; each is made for a fixed or determinable sum of money representing the purchase of goods, payable to order, and bearing across its face the unconditional acceptance of the purchaser of the goods.

Open book accounts are not only dead assets, but have no definite date of maturity, and may be disputed. By such a system the dealer is placed at a great disadvantage, or is forced to borrow at his bank on his own obligation to discount his bills. The banker usually regards the dealer's item of "accounts receivable" as subject to considerable depreciation, and for that reason demands a substantial excess of quick assets over current liabilities.

By the new Federal Reserve system the legitimate acceptance of the successful dealer, discounted by the seller at his own bank, is the most liquid paper obtainable by the banker. Through discount at the Federal Reserve banks, it is immediately convertible into actual currency, and at a rate lower than any other paper. Consequently, every dealer who has trade acceptances in his hands instead of open accounts, puts himself in a position where he can be treated more liberally by his banker, and is enabled to obtain funds to meet the demands of his business. It is stated that the result of such trade acceptances is to the advantage of the wholesaler and manufacturer, who reflect these advantages to the dealer in the form of more satisfactory terms, lower prices and better credit.

Financial authorities in the U.S. claim that the trade acceptance will eventually practically eliminate the book account in retail trade circles.

As Affecting the Dealer

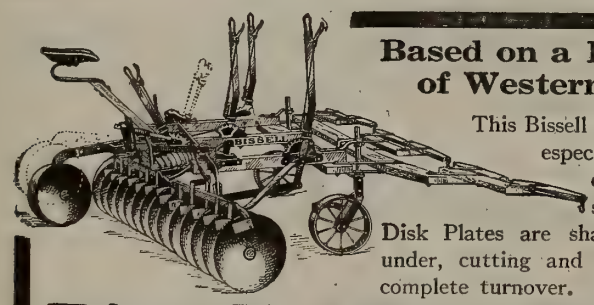
The law in the U.S. permits the rediscount of six months paper that has been "drawn or issued for agricultural purposes, or the proceeds of which have been used, or are to be used for agricultural purposes." A bill drawn by a dealer in the United States on a farmer in payment for machinery purchased by the farmer is a bill that now meets the above requirements. The Federal Reserve board considered it right to permit notes and bills of exchange drawn by dealers on a farmer against a sale to him of implements, to be considered as drawn or issued for "agricultural purposes." Such notes, drafts or bills can, therefore, be presented by the dealer with his endorsement for discount.

The purchasing bank satisfies itself that the bill is drawn in payment for implements, usually by a memorandum attached signed by the acceptor or the drawer.

The U.S. Federal Reserve banks evidently do not change the old and original basis for the extension of credit—character and security; but, it is explained, have eliminated those recurring periods of financial stress inherent to every business. The U.S. dealer will not expect to be able to borrow to the limit of his direct ability, and then expect the bank to purchase paper whenever offered. If the farmers direct obligation to the bank cannot be negotiated, his note in the hands of the dealer is a very questionable asset, and with the dealers endorsement becomes more in the nature of a direct than a contingent liability. All paper is negotiated by a member bank, and is forwarded by it to the Federal Reserve bank, and is fully guaranteed by the member (local) bank. Consequently, as in the past, the main feature in the case is the relations and credit standing that the dealer has with his local bank. In the end, those trade acceptances will place U.S. rural credits on a sounder and more suitable basis, involving fewer losses, less uncertainty and an improvement over the prevailing practice of buying an open credit.

Power Tillage Tools

There would seem to be, so far, little danger that tractor tillage tools will be sold by others than the implement dealer. The plow is usually sold as a part of the tractor outfit, and is part of the order. No other source of supply, except the dealer, would care to carry from year to year a stock of heavy tillage implements. This line, if sold only in a small way, will show a good profit, and it is not usually difficult to canvass all tractor owners in the territory to become informed of their future needs along this line. Only by neglecting it can the dealer lose this department in the trade.



Based on a Knowledge of Western Conditions

This Bissell Disk Harrow is built especially to meet and cope with Western soil conditions. The Disk Plates are shaped to reach well under, cutting and giving the soil a complete turnover. This

Bissell Disk Harrow

cuts, cultivates and pulverizes the whole surface and also has the capacity to penetrate hard soil. No centre strip is left uncut and the two plates on the Trailer make a level finish. Farmers claim that this Harrow saves a second outfit; one man and six horses will do the work of two men and eight horses. Sold by all Jno. Deere Plow Company Dealers. 91

T. E. BISSELL COMPANY, LIMITED, Dept. E, ELORA, ONTARIO

OK CANADIAN AUTOMATIC Potato Planter

No. 22 is entirely automatic, requires but one man to operate. It opens the trench, drops the seed, covers it and marks for the next row all in one operation. One lever raises and lowers the shoe and disc, and puts the machine in and out of gear. Being simple it has but few wearing parts. It is strong and durable.

TRANSFER HOUSE AT WINNIPEG
Write To-Day for 1917 Contract

Canadian Potato Machinery Co. Ltd.
GALT, ONTARIO

Promoting Engine Sales

It is a telling fact that more than fifty per cent of the machines the implement dealer sells—or can sell—are adapted to the gasoline engine. You would not try to sell a man a buggy and harness unless he had a horse, yet the dealer often puts the cart before the horse by trying to sell pumps, saw mills, feed cutters, fanning mills, power saws, etc., to a man who does not even own an engine.

The dealer who sells a good line of engines is laying a sure foundation for bigger business. The farmer to whom you sell an engine is a prospect for at least six other machines. His name should be carefully filed, and at certain times you should point out to him the value of, or mail him literature on, the various labor-saving machines that go with the engine. It is a sure thing that the man who has sold a farmer an engine that is right and gives good satisfaction, is the man who is going to sell that farmer the machines that the engine can operate.

A Good Idea

Some dealers have developed their small engine trade in a wonderful way. Several, for instance, have made a miniature power house in a corner of their premises.

This power section is equipped with an engine, and a line shaft distributes the power to a half dozen or so machines, which can do practically all the work about the house. The lighting plant and the pump are run when occasion demands, and the family washing may be quickly and easily done by the washer, which receives a belt from the shaft. In a little room is located a forge, emery wheel, and grindstone, and on the outside is a wood saw, which within a minute's notice can be coupled up ready for business. The dairy is an integral part of this power house and contains the cream separator and churn.

The automobile industry has helped to bring about the radical changes which have taken place in this field of industry during the past ten years. Competent gas engine experts are now found in every town of any size. Many implement dealers are marketing automobiles and are good gas engine experts themselves, or have competent engine experts in their employ.

Farm engine construction has taken great strides during this period. It has been greatly simplified as regards governing, ignition, etc. The oscillating magneto, which entirely eliminates the use of dry cells, is overcoming one of the most frequent causes for complaint. The mystery surrounding the engine has rapidly disappeared.

The engine is saleable twelve months in the year. We believe it is of the first importance that the dealer has several sample sizes on his floor, but he should have them ready to run. Nothing draws the attention of customers like an engine in operation.

Set an engine going at every opportunity. Show every possible prospect how easy they are to start and operate. Large engine sales have been made simply because the salesman started his display engines with perfect ease.

No one feature appeals to the engine buyer as much as ease in starting. Have every man in your employ practise starting your sample engines and obliterate the idea which is prevalent in so many farmers' minds that there is a certain mystery in connection with the starting and operating of a gas engine.

In this line of business the mail order concerns have made heavy inroads into the dealer's trade. To compete with their "all paint and no quality" goods, you must give your customers a first class engine, and with it service of such a nature as to overbalance any difference in price. This service consists of competent help to install the engine and to be able to effect ordinary repairs. The difference between a cheap and a dear engine is evident in the design, castings and finish of machined parts. Show your customers these differences, and show them the steady running qualities of the high-grade engine as compared with the hit or miss service given by the cheap engine. Paint may cover many sins, but an experienced salesman can show the customer that paint and a low price do not make an engine an asset to its owner.

In all engine sales, the dealers' floor and window space are worth a lot of money. An engine running in the window will always attract attention, while local advertising and personal contact will bring prospects you did not dream existed.

French Tax M.O. Profits

The French Senate has approved a provision in the new tax law whereby a tax will be imposed upon every large department and mail order store. The proposed tax is as follows: One per cent on concerns whose business is from $386,000 to $965,000; 2 per cent on business from $965,000 to $9,650,000; 3 per cent from $9,650,000 to $19,300,000; and 4 and 5 per cent on business above that sum up to businesses exceeding $38,600,000.

It is evident that the French Senate realizes the importance of the small town, and is going to make the M.O. concerns pay for the money they draw from country districts. We wonder when the Dominion or provincial governments in Canada will have the wisdom to inaugurate such taxation, which is eminently justifiable.

Strong on Education

The sales managers' department of the National Implement and Vehicle Association met recently when 46 implement manufacturing concerns were represented. In considering how selling and distribution expenses may be reduced, the following recommendations were arrived at:

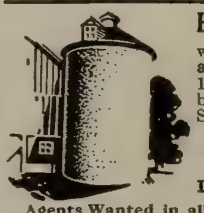
Reduce the number of superfluous and unprofitable transfer houses and stocks.

Elimination of wasteful practices in the distribution of goods.

Education of sales organizations to greater efficiency that selling costs may be reduced.

Education of dealers, through travelers to render better service to farmers and thus reduce necessity of expert help from factories.

Manufacturers should carefully analyze their territories and avoid expense in unprofitable fields.

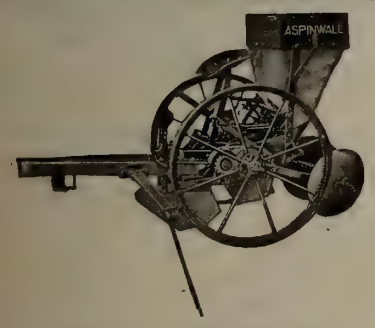


Build Concrete Silos

with the **London Adjustable Silo Curbs.** Over 12,000 concrete silos have been built in Ontario alone. Send for catalog No. 10.

LONDON CONCRETE MACHINERY CO.
Dept. K., London, Ont.

Agents Wanted in all Unoccupied Territory
World's Largest Manufacturers of Concrete Machinery



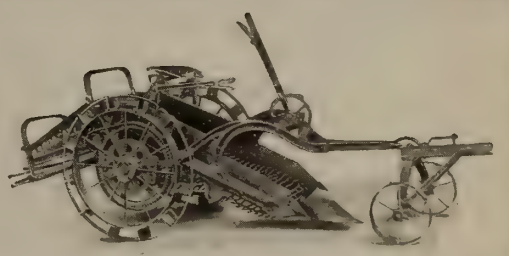
No. 3 Aspinwall Planter

Aspinwall Potato Machinery

STANDARD THROUGHOUT THE WORLD

Cutters Planters Sprayers
Diggers Sorters

Absolutely the best for the purpose intended



Aspinwall Elevator Digger

Aspinwall 4-Row Sprayer

Aspinwall Manufacturing Co.

Guelph, Ontario

World's Oldest and Largest Makers of Potato Machinery

Aspinwall Sorter

New Hart-Parr Manager

The Regina branch of the Hart-Parr Company, of Charles City, Iowa, has been united with the Portage la Prairie branch as a sub-branch. S. H. Ralston, whose photograph we reproduce herewith, will have charge of both branches. He succeeds S. B. Clary as manager at Regina, and Mr. Gifford at Portage la Prairie. By this new arrangement, Mr. Ralston will have a large sales organization under his control.

S. H. RALSTON, Hart-Parr Co.

S. H. Ralston has been connected with the implement business for many years in various capacities. For several years he was connected with Gaar, Scott and Co., in Minneapolis, and was later a member of the Kinnard-Haines organization. He then left the implement business for some time and engaged in the hotel business in Minneapolis. Some twelve months ago he abandoned that line of interest and, after a few months vacation, he entered the Hart-Parr forces. For that concern he was in charge of the company's displays at the eight U.S. tractor demonstrations held last summer, and recently completed a three months' trip in the southern states placing jobbing contracts for his company. With a long experience in the tractor business, Mr. Ralston should be a valuable asset in West Canadian territory for the Hart - Parr Company.

Auto Business in Canada

There are now twelve Canadian automobile concerns in Canada, with an estimated output for 1917 of $50,000,000. In addition there are tire concerns, oil companies, woodworking companies and wheel and body building concerns. Each of these adds to the turnover, which, it is safe to say, counting subsidiary industries, will do a total business in 1917 of not far below one hundred million dollars.

During 1916, statistics show that 116,365 automobiles and commercial cars were registered in Canada. At the end of 1914 there were only 63,223; at the end of 1915, 83,147. This means that 33,218 cars were added to the national total in 1916, an increase of 40 per cent. Taking $1,250 as the average price paid for an automobile or truck, the total expenditure of the Dominion for cars in operation to-day represents a capital investment of $150,000,000.

And the vast amount of those sales was on a cash basis or nearly so. There is no getting away from the fact that the automobile industry started out in the right way. In the implement business, we still sell implements on time, these implements producing wealth which is invested in automobiles—on a cash basis! The unpaid implement is too often being used, while the money it helped to earn has been paid out to the ubiquitous automobile salesman. As the political enthusiast says—"it's time for a change in our way of running things."

Buy a Certificate

To the dealer with some money to invest, the War Savings Certificates, now being offered by the Canadian Government, offer a very sound and profitable investment. Following are the main features regarding those certificates, which may be obtained at any bank or money order office:

The new War Savings Certificates which have been created by the government to encourage thrift and economy and to give everyone an opportunity to assist in financing our war expenditure, are now on sale at every bank and money order post office in Canada. The $25 certificate sells for $21.50, the $50 for $43, and the $100 for $86.

As an investment these certificates offer many attractive features—chief of which are the absolute security and the excellent interest return. For every $21.50 lent to the government now, $25 will be returned at the end of three years.

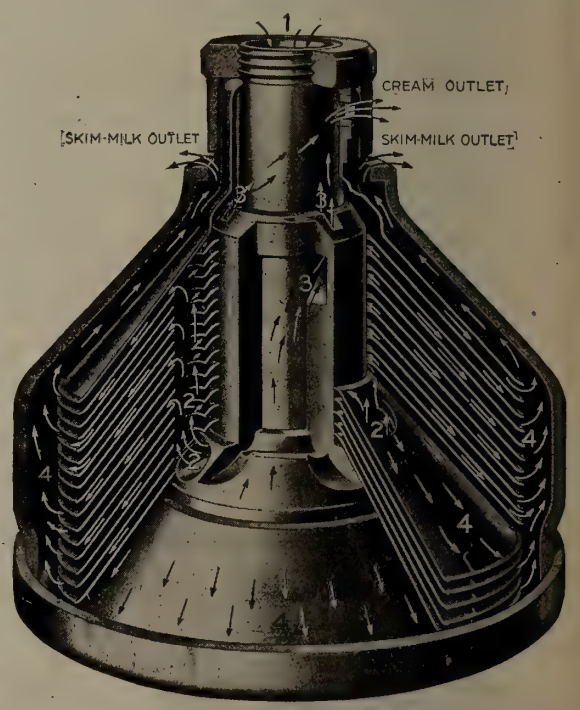
There are two other features which are especially interesting to small investors. First, the certificates may be surrendered at any time, if the buyer should need his money; and second, each certificate is registered at Ottawa in the buyer's name and, if lost or stolen, is therefore valueless to anyone else.

The person who honestly saves to the extent of his ability and places his savings at the disposal of the government by purchasing these certificates, may feel that he is having a direct share in feeding, equipping and munitioning our Canadian soldiers, who are so nobly doing their part.

Another Advance in Cream Separator Construction

The cream separator is a machine now so generally in use on the farm that any new improvement in separator construction is sure to attract much attention among both separator users and separator agents.

The De Laval Company, which perfected the first cream separator, and which has always been a pioneer in making separator improvements, is now announcing through its advertisements in farm and trade papers all over the country a new and greatly improved machine, which, it is claimed, has many advantages over previous styles.



THE NEW DE LAVAL SELF-CENTERING BOWL

Among these advantages, the new self-centering bowl, said to be the greatest improvment in cream separator construction in many years, is the big feature. The new bowl gives greater capacity, skims closer when running cool milk or skimming a heavy cream, and because of its manner of support on the detached spindle, will it is stated, run true and do perfect work much longer than any previous bowl.

The new machine has many other advantages, such as an improved automatic oiling system and a bell speed indicator that insures operation at the proper speed. Dealers who handle the De Laval line have never lacked features to talk about, and this year they will have more than ever . Catalogues fully describing the new machine can be obtained from The De Laval Company's office in Winnipeg upon request.

Hail Insurance Rates Unchanged

At a meeting of representatives of all the companies handling hail insurance in Western Canada, held in Regina on February 20th, it was decided that no increase should be made in the rate of 6 per cent. Owing to the extraordinary losses of the companies last year, an advance in rates was expected.

At the meeting a Hail Insurance Underwriters' Association for the three western provinces was formed, with H. E. Anderson, Moose Jaw, president; C. W. Bolton, Saskatoon, vice-president, and H. H. Campkin, Regina, secretary, with an executive of W. Middleton, Winnipeg; E. Whitely, Calgary; C. W. Bolton, Saskatoon; J. Smart, of Moose Jaw, and L. Walker, Regina.

Busy Times in Alberta

The Buckeye Machine Co., Calgary, has extended its plant in order to manufacture grain grinders, gasoline engines, pump jacks, etc. This concern are distributors in Saskatchewan and Alberta and B.C. of the Sharples suction-feed cream separator.

At Medicine Hat, the Alberta Rolling Mills are busy manufacturing bar and band iron, bolts and nuts, while the Alberta Foundry Company has been working day and night. The Medicine Hat Pump and Brass Company report activity in special lines and a fair business in pumps and windmills. The Dominion Harvester Company has removed its plant to temporary quarters at Redcliff, and is busy in its line of harvesting machinery.

A man may have an iron will without being pig-headed.

Are You Going to Build this Spring?

IF SO—

You owe it to yourselves to consider carefully the many advantages to be gained through using Hollow Tile for your walls. The first cost exceeds but very little that of wood, and is cheaper than stone, brick or concrete. The result is a permanent fireproof building, which is of vital consideration, particularly where a high pressure water system is not available. Furthermore, as the Hollow Blocks comprise two dead air spaces, you secure the very necessary insulation against the extreme temperatures of this climate.

Dairy Barn, Silos and Milk House Built of Hollow Tile

To Dealers: Our Products Offer You a Valuable Agency

Advise us promptly of buildings to be erected in your territory, and we will demonstrate the profit to you.

DOMINION FIRE PROOFING COMPANY, LTD.

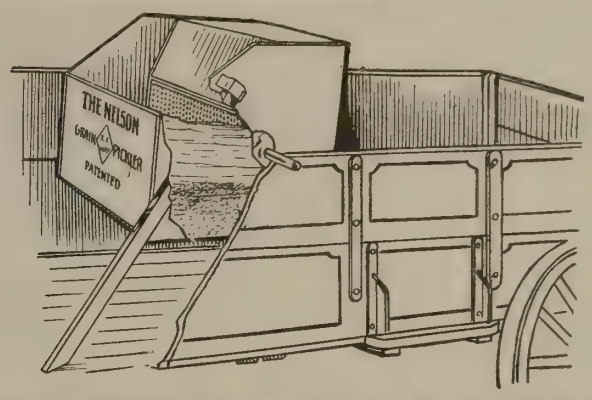
SALES AGENTS

503 Confederation Life Building, Winnipeg

Alberta Clay Products Company, Limited, MANUFACTURERS

"Nelson" Galvanized GRAIN PICKLER

E-Z WAY



ALL GRAIN THOROUGHLY IMMERSED AND NO SOLUTION WASTED

Can you think of anything more simple and efficient? No cranks to turn or parts to get out of order. You simply put solution into pickler, shovel in grain, give pickler one quarter turn to let grain drain a few seconds, then dump and turn pickler back into position for the next lot of grain. One man can easily pickle 100 bushels per hour. Pickler can be placed in wagon box, as shown, or on stand in granary.

Price, **$11.00** F.O.B. Winnipeg; **$11.25** F.O.B. Saskatoon; **$11.50** F.O.B. Calgary. Net Cash with order. We guarantee every pickler to work satisfactorily or money refunded.

Dealers: Order now as this season's supply is limited

Sole Manufacturers and Distributors:

The Metal Shingle and Siding Company, Limited

Winnipeg Saskatoon Calgary

Good Agents Wanted

Please send particulars to

Name.....

Address.....

.....

The Metal Shingle & Siding Co. Ltd.
WINNIPEG

The Two Best Picklers on the Market—

THE AUTOMATIC GRAIN PICKLER

A Big Opportunity for the Dealer

This is the only machine of its kind in use. Handles grain at the rate of 135 bushels per hour. Light in weight. Perfect in action. Fully guaranteed. Substantially built. Thoroughly soaks, turns over and treats the grain.

GET THE AGENCY FOR THESE MACHINES

The Lincoln Smut Cleaner— a Perfect Pickling Machine

MADE IN TWO SIZES:

No. 3 machine handles 30-50 bushels per hour; No. 4 50-75 bushels. Sold on a positive guarantee to prevent smut.

This machine separates smut balls, wild oats, king heads, and all light seeds from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer is an exclusive feature. Strong heavy construction. Rustless solution tanks of large capacity

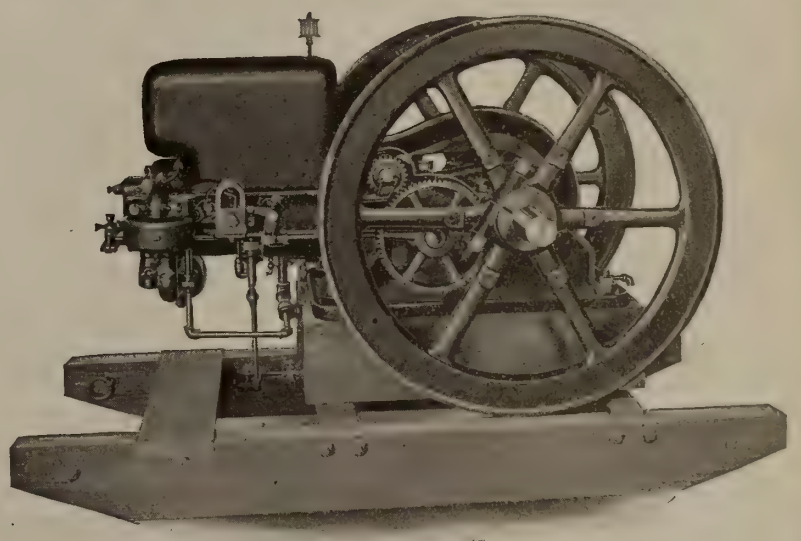
Write for Prices and Full Particulars

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

Dept. E., Whyte Ave. and Vine St., Winnipeg

DEALERS!



Cut Illustrates 10 H.P. Type "Z" Engine

Fairbanks-Morse Type "Z" Engine

Is an engine brimful of power—performing the most farm work at lowest cost—an engine which successfully uses kerosene and other cheap fuels as well as gasoline. Strong, durable, economical and backed by the reputation of this well-known firm. It sells readily and makes good with your customers.

1½ H.P., 3 H.P., 6 H.P. and 10 H.P.

Write for Complete Information at once

The Canadian Fairbanks-Morse Co., Limited

SASKATOON WINNIPEG CALGARY

Past and Present in the Wagon Industry

In the United States there are to-day in round numbers 21,166,000 horses on farms, and 4,565,000 mules and 3,182,700 horses in the cities of that country—a total of 28,913,709 — and in 1900 there was only eighteen million horses in the United States. This certainly does not look as though the horse was a dying quantity, and the advance in horse population shown holds, to a lesser degree, in Canada. This being so, it stands to reason that the implement and vehicle dealer is, in the future to do a good, steady trade in the sale of wagons and vehicles.

There is little doubt that in the wagon business the dealer has brought manufacturers into close competition, with the result that the fabulous prices of early days, which were paid for wagons of crude and homely construction, have now been more than cut in half, while the product is better than ever before.

Wagon Factories in the Past

Less than fifty years ago there were no wagon factories worthy the name, although our oldest institutions had their inception about that time, and some few a little earlier. Timber was largely cut by the manufacturer himself, or under his direction, but the rapid settlement of the country brought with it increasing demands, requiring the use of machinery, and so the factory wagon made its debut.

The factory-made wagon was not met with open arms. In fact for many years later the term "factory-made" was a by-word that required the most careful selection of materials and the utmost pains to render obsolete.

With the early manufacturer, the wagon question was largely one of how to supply the demand, as an abundance of material was near at hand. The anxiety to get land cleared and under the plow caused much waste, and for many years wagon stock was a very cheap commodity. But as competition increased for the manufacturer the advantage he gained in low prices was given to his trade in lower prices, for it seemed a far distant day to the limitation of timber supply.

How Costs were Established

Prices for wagons made in the early day were not established on the basis of cost, plus profit, but largely what could be gotten for them because of the demand—in fact, at that time, the questions of material and labor costs were an easy problem, and little or no consideration given to anything beyond it. As the supply caught up with the demand, efforts were made to maintain price by the addition of spring carts, lazybacks, patent end gates, box side braces, truss axles, top boxes, etc., which the introducer endeavored to charge for but finally donated, because his "competitor" did and so the prices of wagons continued their downward course, but it forced some very pertinent facts upon the manufacturer; one of which was that he could no longer donate "improvements," neither could he manufacture at less cost without cutting the quality of his goods, and the trade would not stand for that.

He found, also, that materials and labor were only part of his costs, and that since the good old days, when he worked twelve to fourteen hours at the bench and forge, and dried his materials up on the rafters, times had changed and now he had a large capital tied up in land and buildings, and that he was compelled to keep up with his competitors by buying improved and expensive machinery. His men demanded more pay and shorter hours; he could no longer attend to the selling, and a corps of traveling salesmen and their expenses had to be paid for; also to be able to furnish wagons of seasoned materials he must buy it green in large quantities and carry it for years, paying interest and taxes on his investment and insurance to protect him from fire loss.

Wagon Demand Increases

Around the end of the last century the wagon manufacturer, and also those who supplied him with iron, woodstock and the materials, awoke to the correct knowledge of their costs. As demand increased, the prices of every item entering into wagon construction soared, in some instances as much as 100 to 150 per cent. Since 1900, while in some lines prices have fluctuated, the most important materials have changed but little and woodstock has greatly advanced, while the effect of the present war has had a great effect to still increase hardwood prices.

Changing conditions forced new economies in manufacturing, and to-day the wagon factory that is up-to-date not only has a large stock of materials and improved machinery, but has a system of continuous cost accounting that eliminates all the old time guessing, so that wagon manufacturing to-day under modern methods can be said to have reached as high a plane as any line in existence.

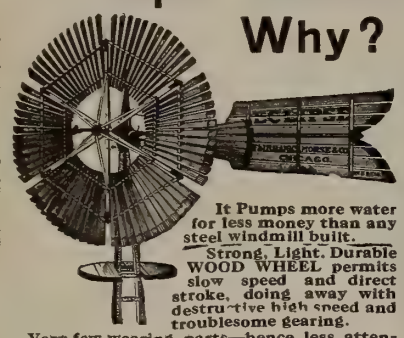
The wagon cannot be made as the binder, rake and some other implements of one pattern for any district or territory, but the wagon man must know the conditions that exist in every locality and make his product to conform to what is necessary. The wagons of the south differ in track and construction from those in the middle west, other patterns are demanded east, while an entirely different wagon is required in the mountains of the west.

This difference of construction and equipment, the large variety of widths and thicknesses of tires, various tracks, heights of wheels, styles of painting, and also many unnecessary things that add to the expense of manufacture (but have been demanded by the dealer), have combined to make it one of the most complicated of lines to-day. Concerns of expert accountants who have made bids for installing cost systems in wagon factories have lost money, confessing that in making their estimates even their experienced eyes were deceived.

Timber Question Important

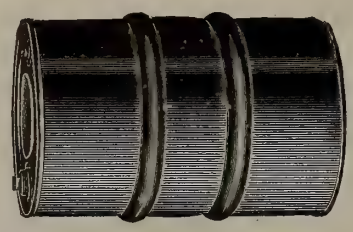
Probably no more serious problem confronts the wagon and vehicle manufacturer than his timber supply, and as he must anticipate his wants several years in advance, he never really stops buying, no matter what the market is, for for every dry stick must be replaced by a green one in season. He cannot wait a favorable turn of the market, as is the case with the manufacturer who uses iron and steel only. It is true, of course, that these statements do not mean that wood construction is passing from the wagon industry, for there is yet in reserve forests of

ALL RAILROADS USE
The 'Eclipse' Windmill
Why?



It Pumps more water for less money than any steel windmill built.
Strong, Light. Durable WOOD WHEEL permits slow speed and direct stroke, doing away with destructive high speed and troublesome gearing.
Very few wearing parts—hence less attention necessary.
DON'T SELL A WINDMILL UNTIL YOU KNOW MORE OF THE "ECLIPSE."
Write for Free Booklet
The Canadian Fairbanks-Morse Co., Limited
Saskatoon WINNIPEG Calgary

MAX GASOLINE AND OIL BARRELS
Shipping
Storage
Half



WRITE TO-DAY FOR FULL PARTICULARS AND PRICES OF THIS PROFITABLE LINE.
Winnipeg Ceiling and Roofing Co., Limited
Manufacturers of Sheet Metal Building Goods and Farm Specialties
P.O. Box 3006 F.I. Winnipeg, Man.

PEERLESS LAWN FENCING
Enhances Property Values
A BEAUTIFUL lawn fence gives any piece of property that symmetrical, pleasing, orderly appearance that not only affords its owner a keen sense of pleasure and satisfaction while occupying the premises, but when offered for sale, it brings a better price. It's an investment—not an expense.
Peerless Ornamental Fencing
is made of strong, stiff, galvanized wire that will not sag. In addition to galvanizing, every strand is given a coating of zinc enamel paint, thus forming the best possible insurance against rust. Peerless Ornamental Fence is made in several styles. It's easy to erect and holds its shape for years.

A postal addressed to either office will bring our free catalog giving full description of ornamental, farm and poultry fencing, and farm gates.
The Banwell-Hoxie Wire Fence Co., Ltd.
Winnipeg, Man. Hamilton, Ont.

good materials, but they are farther from the railroads and often in sections only accessible at certain times of the year, adding greatly to the expense of timber production.

The dealer in vehicles can usually find a true barometer of the fluctuations of wagon prices by watching the market as regards labor and material. Factory facilities and equipment have reached that stage where even a large volume cannot produce but a very slight economy, consequently if quality is maintained such advances as occur in material and labor must be paid by manufacturer, dealer and farmer alike.

Prices in the wagon industry do not fluctuate because of any peculiar advantage one factory has over another, similarly equipped, for in seeking materials every wagon factory is practically on a level, and in methods of manufacture they can secure the same improved machinery. Still a difference does exist, and always will, in the character of materials used and the amount of labor and care put into the wagon.

No greater example of this is evident than in the comparison afforded between the mail order jigger-built, scrimped material wagon sold by such concerns, or the low-price rig produced on the "farm to factory" plan. Some of these wagons are scarcely strong enough to reach the farm so loudly talked of in their advertising descriptions. When such wagons are compared with a good, standard wagon with a reputation behind it, it is strange to think that any farmer can use sense in purchasing the low price wagon.

We are nearer than ever before to that time when the grade of a wagon can be judged by its selling price. Competition no longer permits any brand to maintain a higher price without real value to the consumer to justify it, and it is also patent that if extra materials are used and more work put upon it, the manufacturer must have a price in keeping with the extra value given.

The Application of Concrete

At the present day we find concrete adapted to paving, curbing, sidewalks, house foundations, barn floors, culverts, fence posts, etc. This has lead to a demand for concrete mixers of a smaller size than heretofore. On account of the ease with which concrete may be substituted for wood, because of the increasing cost of the latter, there is an ever growing interest in this class of machinery.

All that is necessary is to load the mixer with the various kinds of material, but at times the workmen were prone to let the adjustments of the machine get out of order and to feed too much sand or too much cement. Hence, there came to be developed what is known as the "batch mixer" instead of the continuous type, wherein the operator as well as the inspector controls every individual batch which goes through the mixer.

These machines have become very popular, particularly in the smaller sizes, for when the batch has been run through, that is all that is necessary to be done and the machine can be washed out and cleaned ready for use at another time.

In selecting a concrete mixer which could be used by large farmers, township supervisors, road commissioners, as well as the average city contractor, special pains should be taken to ascertain the various features which would make each of the respective machines offered desirable to the purchaser. Dealers in many localities have specialized in this line and found it profitable.

The farmer, road supervisor, or town contractor will find there is no part of the year when a concrete mixer cannot be used, because there is no need for concreting to be stopped at the approach of cold weather. Even in the severest weather it is only necessary to heat the sand and possibly use a little common salt in the water. To get results, however, from any mixer it must be remembered that the man behind the mixer controls the real value of the product.

The Utilization of Straw

Baron Shaughnessy, of the C.P.R., has authorized a well known analytical chemist to undertake a thorough research with regard to the utilization of the straw of wheat, oats, barley and rye. It is felt that there is a hideous waste in the practice of burning our straw. The Commission of Conservation suggests the production of artificial fertilizers in Canada as a future means of greater agricultural production, but before any of these steps be taken, it might be advisable for the dealers and farmers throughout Western Canada to investigate the straw spreader.

PREPAREDNESS PAYS!

The Labor Problem that will confront Western Canada during the Harvest of 1917 will create an enormous demand for machinery to replace man-power. In the lead are

STEWART SHEAF LOADERS

A lack of competent help will further increase the high cost of hand-pitching. Two bushels per acre are lost by this method of loading. Stewart Sheaf Loaders do not shell the grain; pick up all the loose grain between the stooks and absolutely CLEAN THE FIELDS.

SAVES MEN, TEAMS, TIME AND MONEY

LOWERS THE COST OF HARVESTING

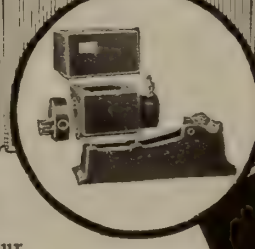
Dealers: Place Your Contracts Now!

By so doing you ensure delivery of our Improved 1917 Model. Send us your name and address, and we will show you how hundreds of satisfied Stewart Sheaf Loader farmers in Manitoba, Saskatchewan, Alberta, Minnesota and North Dakota have saved from $20 to $30 daily during harvest. Co-operate with us and gain the goodwill of your customers.

THE STEWART SHEAF LOADER CO., LTD.

470 MARTIN AVENUE WINNIPEG, MAN.

MECO ENGINES



"Knock-Out Mail-Order Competition

MECO Engines are unquestionably the greatest engine value you can offer your customers. Reasonable in price; have every desirable feature of design and construction. Simple, substantially built, medium weight. Center-fire ignition; valve-in-head design. Safety spark shift—start easily. Easy to operate. Low fuel consumption.

Made in Sizes: 2, 3, 4, 6, 8 and 12 Horsepower

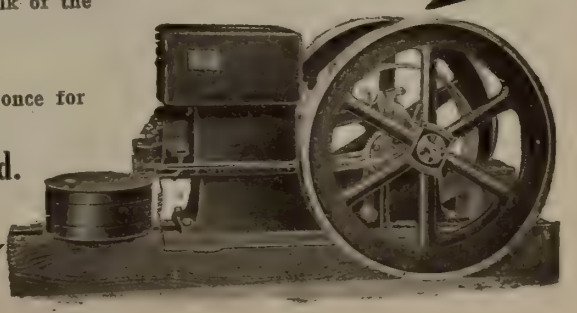
No matter what engine line you are handling, you should investigate MECO prices and MECO quality. These four-cycle, water-cooled engines, durable and dependable under all conditions, will secure you the bulk of the engine business in your vicinity.

SPECIAL PRICES TO DEALERS

Our prices will interest you. Don't delay; write at once for full particulars. Distributors:

The John Stevens Company, Ltd.

661 HENRY AVENUE, WINNIPEG



The Value of Cultivation

Thorough cultivation means the treatment of the soil by labor and skill, so as to obtain from it the best possible crops of various kind that the land is capable of producing. In Western Canada we see a great deal of inferior cultivation—possibly owing to the restricted time at the farmer's disposal. We are, in many cases, prone to criticise the antiquated methods employed by the farmers of Great Britain, and we deplore their method of using so few power implements, and of evading the use of our friend the disc harrow.

Let us not forget that the farmers in the United Kingdom are able to produce an average yield of wheat from 30 to 36 bushels per acre, whilst in practically virgin soil in both North America and Australia the average production is somewhere around 11 bushels.

It must be admitted that a large area of land in Great Britain has lost its producing power through continuous cropping. Farmers in that country have, however, been growing grain crops continuously for hundreds of years without exhausting the soil, or materially reducing the yields either of grain or of root crops. A hundred years hence, will the fields of Western Canada show the same maintenance of fertility? They will not, in the vast majority of cases, unless the cultivation used is of a better type than is in vogue to-day. One of the principal agencies contributing to the superiority of farming operations in Great Britain is the thoroughness with which every farming operation is executed. Thorough cultivation simply means a system whereby the best crops are obtained year after year from the same land without impoverishing the soil of its virgin fertility.

The primary object of cultivation is to aerate the soil, and supply it with a sufficient quantity of moisture. In order to aerate the soil it must be thoroughly pulverized. If the depth of cultivation is increased by deep plowing, the quantity of soil that is opened up to the action of the air becomes enormous.

Deeper plowing is the basis of thorough cultivation, and the immense importance of this has been fully demonstrated. To the man who has become accustomed to a system of superficial cultivation, the results following deep plowing and subsequent stirring of the soil are almost incredible. Farmers who have tried deeper cultivation have, at times, become disappointed with its first results, mainly because the sub-soil was brought to the surface too quickly. They forget that before the subsoil becomes suitable for sustaining vegetation, it requires exposure to the action of the air to sweeten it. The dealer should lose no opportunity of pointing out to his customers the value of deep cultivation, and of thorough cultivation. In selling tillage tools, a knowledge of their adaptation to thorough cultivation is an excellent aid to the dealer.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager — A. A. THOMSON, Editor
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RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MARCH, 1917

The Thoughtless Male

The average farmer, possibly without thinking, is apt to be selfish. As a rule he is willing to buy new plows, disk-harrows, rakes, or any tools that will make his own work easier, yet he will often neglect to spend anything more than he is absolutely forced to make easier the day's work for his wife! That is why you will generally find it a hard proposition to get a farmer interested in the sale of a hand or power washing machine, unless his wife is along. But if you get the lady herself into the store you can usually make your talk tell!

The same reasoning applies to the sale of a water supply system or a kitchen cabinet. A small engine will often make the day's work ever so much easier for the farm woman. This is one case where any dealer is perfectly justified in paying some attention to another man's wife, for he is doing a humanitarian act if he can relieve the poor woman of that much of the drudgery of her wearisome life.

The truth is that there are comparatively few farmers who could not purchase at least one of these outfits for their wives if they really desired to, and it is up to you as a dealer to create that desire.

The Repair Season

Right now dealers should impress upon the minds of their customers that preparedness for the spring rush means "repairedness." This is the time for farmers to overhaul their farm machinery in preparation for the busy season. If the implements and machines are gone over now, repairs required can be located and orders placed early so that the dealer will have time to get such parts as he may not have in hand. The farmer talks much of repair service, but he should give the dealer a chance to co-operate by asking for machine repairs early.

The more preparation your customers make now, the less will be required when the fields are ready for plowing, tillage and seeding. Educate your customers to the policy of getting repair parts early. Better for them to overhaul their equipment during winter than to wait until the last moment to place the order for a part which possibly cannot be gotten without considerable delay. Line up your repair requirements, now.

A Declaration of Faith

The Estevan Mercury points out that Saskatchewan has two parliaments. One assembles at Regina, "supposedly elected by the people." As this newspaper says: "This week there is assembled in the neighboring city of Moose Jaw another parliament. Can anyone confidently assert that he knows which of these two parliaments is the real thing? Who is governor of Saskatchewan, Dick Lake or J. A. Maharg? If these two bodies may pass conflicting legislation, which would have precedence—the Martin Government or the G.G. Association?"

Almost as an answer to the Mercury scribe, comes the words of Hon. C. Dunning, provincial treasurer, at the Moose Jaw parliament. He said, if the daily press quotes him correctly: "Whatever I am in a public way, this organization has made of me. . . . Whatever principles I hold, this organization has instilled into me. Whatever ability I have, this organization has given the opportunity to develop. I would be a poor man if after that I ever became false to these principles. . . . Of the 54 members of the Saskatchewan legislature, 37 are farmers.

"There are, then, enough farmers in the legislature, and if they are not of the right kind you must see that it is your own fault."

How the words of adulation embodied in this declaration of faith by the Hon. Dunning must have inflated the bosoms of the grain growers. "What I am this organization has made me." The Estevan Mercury is right! Do the business interests of Saskatchewan, outside co-operative effort by the grain growers, doubt which parliament rules in that province, with the 54-37 ratio against business enterprise? When a man—rather when some fifty men—get their mental development, principles, yea, even their back teeth, from an organization, what are they and the Hon. Dunning representing—the organization or the people? The answer is obvious!

Machinery in Great Britain

On the 23rd of February, the British Government published a lengthy list of imported commodities which are now forbidden entry into Great Britain. Amongst others were all types of agricultural machinery. In view of the fact that light tractors and engine plows are urgently required upon British farms in order to replace man-power on the land, it is likely that permits will be granted by the British Board of Trade to bring in machinery by such ship-

ping as may be available over and above the necessity demanded by the importation of food stuffs.

It may not be generally known that the manufacture or repair of all vehicles for mechanical transport or traction is absolutely prohibited in Great Britain without a permit issued by the minister of munitions. This affects the production of gas engines, motor cars and motor trucks, motor wagons, etc. Work required on government contracts is, of course, exempt from this order. This, we believe, is primarily aimed to restrict the sale of motor vehicles to the general public, presumably to conserve the supplies of oil fuel.

As a matter of fact the British Board of Agriculture have on order a very large number of tractors from America, for which it is considered shipping facilities will be furnished. Arrangements have been made whereby these will be kept in repair, while they will be operated by skilled drivers who have been placed in schools of instruction by the war agricultural committees. The government will see to an adequate supply of fuel and lubricating oils for these tractors on British farms.

The Freight Problem

While the farmer is being impressed with the necessity of working for maximum yields, both in Canada and the United States, there exists a large demand for new implements, especially for tillage operations. In the United States all central and eastern roads have embargoes. All roads are short in cars and motive power, causing long delays after the goods are shipped. Empty cars are lying wedged between loaded ones at terminal points, but cannot be gotten out.

Notwithstanding the needs of the agricultural communities in that country, agricultural implements have been classified as slow freight. This situation more or less affects the supply to Western Canada of U.S. machinery. Early spring inevitably brings a rush for required machinery, for the farmer is a notoriously slow buyer until the last moment.

If more agricultural production is required in the States, it would seem that it will be necessary that implements be put on a preferred list as regards speed of transit. It is a strange fact that automobile manufacturers, who are producing what may be termed luxuries, are financially able to keep car chasers on the road and to get special equipment for their product. A loud complaint is heard in the U.S. implement industry for empty cars—which are not forthcoming.

In Canada one cannot estimate the loss suffered by the public during the past year because of the inability of our railways to handle the traffic offered for transport. Embargoes have been an almost daily occurrence, being taken on and off both carload and less than carload traffic. The roads complain that they cannot get labor—but the public are not informed whether or not the reason is that they will not pay for that labor.

Manufacturers have had to pay top prices to secure labor; surely the railroads could do likewise. The railroad officials have done their best to serve the public with the machinery available, but they seem to have largely underestimated the increased demand for raw materials for new industries of different kinds, and also the power equipment necessary to handle even the normal traffic of the country.

Under the Railway Act, railroad companies are required, without delay, to receive, carry and deliver all traffic offered for carriage, and must furnish necessary equipment for so doing. It is contended by the manufacturers that the freight situation could be solved to a great extent if all the locomotives available were utilized. Evidently the mobilization by registration of men formerly employed on the railroads is a step in the right direction—and better freight service will be welcomed by the Canadian West.

The Spirit That Pays

Every man has his faults just as every rose has its thorn. But every man has his good traits also. Let us learn to look for the good and speak well of our brother dealers. If we would do this it would improve the general good feeling that should exist between dealers and be for the advancement of the general welfare of the town or province. You can't build up a live wide-awake dealers' association unless the business men stand together and are willing to boost for one another as well as boost the place in which their business is located.

It is quite natural to boost ourselves and in so doing we should not forget the value of self-respect, but we must not overlook the fact that it is our duty to acknowledge the good that exists in others.

And it is possible that if weighed in the balance the good qualities of our competitor might overbalance the evil that is the common heritage of mankind.

The same worthy motive that promotes the individual dealer to better his private business or to do a public favor is not different from the motive that prompts the formation of provincial organizations to obliterate distrust and inspire confidence among its members and to study trade conditions, so that the business of selling implements may be brought to a higher plane.

What of the Engine?

Boiling down all the statistics concerning the farm engine industry, it is evident that from Mexico to Athabasca there is, at the highest estimate, only one farmer in seven who owns an engine. The greatest scarcity in engine "population" is in Western Canada, which seems to show that for every engine the dealer is now selling he should be selling two or three. There's lots of room for engines, for labor is scarce and high priced. Either in a stock or grain community there is a demand for the small engine that should be developed systematically by the dealers throughout the territory. The engine sold usually brings in its wake orders for other machines. There would seem to be considerable opportunity lying around for the engine dealer—despite mail order competition.

The Customer's Belief

It is the duty of the dealer in his daily routine to show the farmer that the machine he sells is the cheapest machine that will do the work as it should be done, whatever its price. The customer merely exercises a choice. He has already used a plow, harrow, drill, or whatever machine it is he must replace. If his experience with the worn-out machine was satisfactory, he will naturally want another of that particular make. But if his experience was not satisfactory, you can bet that he will want to get some other line. It is a time worn fact that very often the cheap machine is in the unsatisfactory class.

The Number of Cylinders

From the days of the "one-lunger" the automobile trade has developed rapidly. Statistics of 150 automobile manufacturing concerns, embracing all makes of importance, show the preference for the number of cylinders quoted. Among these concerns, 52 produce fours exclusively and 43 only sixes. Twelve make only eight cylinder cars, and five only twelve cylinder cars. Sixteen concerns make fours and sixes, and six fours and eights. Five make sixes and eights, and two sixes and twelves. Three firms make fours, sixes and eights. It will be seen that the four cylinder car still holds the lead.

Personals

H. W. Freed has opened a garage at Redcliff.

O. H. Morkell has discontinued business at Rush Lake.

J. P. Houghton has opened a harness store at Chaplin.

W. Husband has opened a garage and repair shop at Alexander.

A. L. Anderson is a new implement dealer in the town of Bield.

C. G. Colgate is the name of a new implement dealer at Rosetown.

W. H. Gill recently opened an implement business in the city of Regina.

W. F. Taylor, a dealer at Morse, has sold out his stand to Matt Wilson.

A. Redgwick has opened a garage and automobile business at Grenfell.

J. L. Lynds has opened a garage and automobile business in the town of Burdett.

Dubey and Harkin, implement dealers at Fillmore, have dissolved partnership.

Lamont's garage is a recent addition to the business side of Whitewood.

E. Eichman, the dealer at Boissevain, has removed his business to Canwood.

Esplin and Pritchard is the name of a new firm of implement dealers at Kinistino.

The Balcarres Garage Co. is a new concern recently opened in the town of that name.

W. P. Keirn has opened a new implement warehouse in the thriving town of Tompkins.

W. A. Dick has sold out his implement business at Rapid City to a dealer named Alf. Smith.

A. D. Collins has bought out the implement business at Watrous formerly carried on by F. Hart.

W. J. Phillips is now carrying on an automobile and accessory business in the town of Elkhorn.

Holmes and Todd, implement dealers at Consort, recently suffered a considerable loss by fire.

G. F. Smith, the implement dealer at Virden, has added a line of autos to his business at that point.

S. M. Stone has bought out the implement business at Creelman formerly controlled by Louis Locke.

The Delisle Hardware and Implement Co., in the town of that name, has been sold out to L. E. Jones.

W. Stevenson has bought out the implement business at Morris formerly carried on by C. R. Pitman.

John Smithers, the harness dealer at Fleming, has discontinued his store at that western point.

W. E. Russell, a harness dealer at Wilkie, has sold out his business at that point in Saskatchewan.

The firm of Thorpe and Davies, Asquith, has had a change in personnel. Firm name now is Davies and Knapp.

Hodges and Forsythe, dealers at Mortlach, have dissolved partnership. John Hodges continues the business.

M. H. Klassen, the dealer at Herbert, has admitted a partner. The firm's name now is Klassen and Sawatzky.

G. W. McPherson, the dealer at Hatton, has sold out to James D. McLean. Another meeting of the clans, evidently.

Alfred Sissons has discontinued his implement warehouse at Elva, and has also sold out his stand at Pierson to Robt. Dougall.

D. H. Palmer, of the Sawyer-Massey Company, Hamilton, Ont., was a visitor to the tractor show recently held at Kansas City.

John Hughes has bought out the hardware and implement business at Robsart formerly carried on by Melena and Hellinger.

A new concern has been incorporated at Francis, by name the Francis Motor and Machine Co. Capital of the concern is given as $20,000.

W. Pringle and N. Gray, owners of the Wilkie Auto Repair shop, in Wilkie, have dissolved partnership. Nat. Gray will continue the business.

R. A. and G. H. McKellar, implement dealers at Elrose, have dissolved partnership. R. A. McKellar will in future carry on the business alone.

J. F. Walker, the popular implement and automobile dealer at Portage la Prairie, has been elected vice-president of the Manitoba Motor League.

Jarvis and Hammond, implement dealers at Red Deer, have dissolved partnership, J. W. P. Hammond continuing the business in that town.

The firm of Norwood and Stewart, auto dealers at Rosebank has had a change in name. It is now carried on under the title of Gibson and Stewart.

T. A. Pelton, the implement dealer at Cadillac, has taken a partner into the business. It now is carried on under the name of Dandurand and Pelton.

F. Adam, Camrose, has secured the agency for Alberta for the Mak-a-Tractor automobile attachment, manufactured by the E. G. Staude Co., St. Paul, Minn.

The firm of McKenzie and Wright, dealers at Neville, has been broken up, the partnership being dissolved. Glen Wright will continue the business.

The warehouse at Champion, formerly occupied by the Southern Alberta Implement Co., has been purchased by Frank Anderson, agent for McLaughin cars at that point.

H. F. Anderson, manager of the Tudhope-Anderson Co., Winnipeg, recently returned from a trip which included North Battleford and other cities in Northern Saskatchewan.

O. F. Berkey, formerly manager for the Canadian Moline Plow Co., at Winnipeg, has been appointed manager of the Chicago branch of the Oakland Motor Co., Pontiac, Mich.

J. Morcombe, the implement dealer at Cypress River, was a visitor to Winnipeg during the Bonspiel. He paid us a visit and had a chat over trade conditions in his district.

E. E. Lyday, manager of the Maytag Co., Winnipeg, is at present in Eastern Canada on business. He looks forward to good sales in eastern territory for the products of his company.

The Deyo Macey Engine Co., of Binghampton, N.Y., has moved its factory to Toronto. This concern manufactures gas engines for farm and factory use, and has received large war contracts.

Foundry Products, Ltd., is the name of a big foundry concern recently incorporated in Calgary. This concern will have a capital of half a million, and will go extensively into the iron and steel business.

Edmund Burke, formerly manager of the credit bureau for the International Harvester Company of Canada, has been appointed general agent at Cedar Falls, Iowa, to succeed H. A. Jetmore, who has been transferred to another territory.

Congratulations to L. C. Burnap, the popular machine man at Barons, who recently celebrated his fiftieth birthday. Mr. Burnap is reeve of the municipality, and is a moving spirit in all that goes to making his town bigger and better. May he carry on for another half century!

E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Neb., recently returned to the home office of his company after a trip through southern and south-eastern territory in the United States. Mr. Sawyer also visited Cuba, where the Cushman agency has distributed a great many of the famous light-weight, high-speed engines manufactured by the company.

A new company incorporated at North Battleford is the A. Stanley Jones Blower Co., capitalization of the concern being given as $20,000. The head of the organization is A. Stanley Jones, the manufacturer of a line of individual threshing outfits.

The annual statement of Carriage Factories, of Montreal, shows a balance of $5,000 in excess of depreciation and bond interest. The profit and loss balance shows as $307,000. James B. Tudhope, of Orillia, Ont., is president of the company.

The Richardson Grain Separator Co., Minneapolis, are establishing a factory in Winnipeg for the production of their lines of grain elevating and cleaning machinery for use in large elevators. They expect to do a large business in the Canadian West.

We had the pleasure of a visit during Bonspiel from our old friend, J. McEwen, the popular dealer at Togo. Mr. McEwen was in Winnipeg looking over the various lines he handles, and looks forward to a busy spring and summer business in his territory.

S. S. Lewis, vice-president of the Tudhope-Anderson Co., at Orillia, Ont., recently spent four or five days in Winnipeg looking into business conditions in West Canadian territory. Mr. Lewis looks forward to a busy selling season for the various branch houses of the Tudhope-Anderson organization throughout the Canadian West.

Harvey W. Cockshutt, Brantford, Ont., 4th C.M.R., was reported missing on June 2, 1916, and is now reported officially believed killed in action. Graduating from McGill University in 1905 he entered the Cockshutt organization at Brantford. Later he came West and occupied the post of department manager in both the Winnipeg and Regina branches of the company, returning to Brantford to occupy the position of sales manager.

Free Importation Allowed

The following materials used by Canadian manufacturers have recently been transferred to the list of goods which may be imported into Canada free of duty: Rolled iron or steel hoop, band, scroll or strip, number fourteen gauge and thinner, and rolled iron or steel sheet, when imported by manufacturers for use only in their own factories in the manufacture of galvanized iron or steel hoop, band, scroll, strip or sheet.

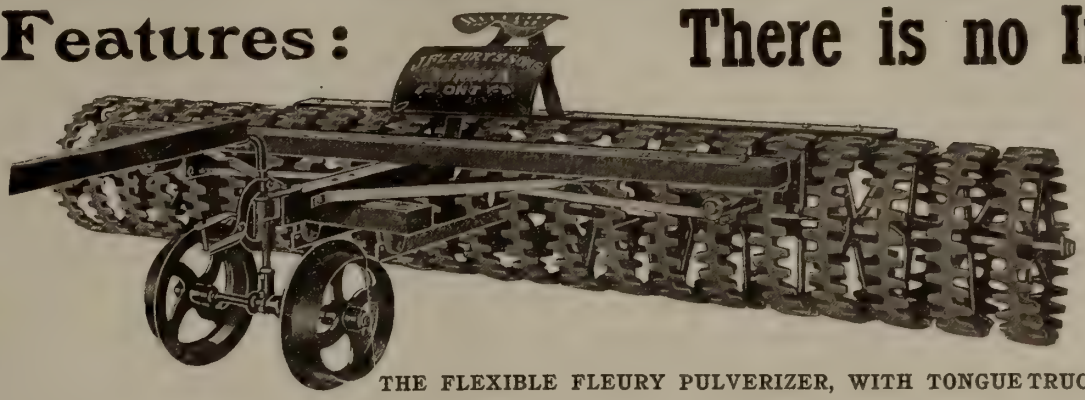
THE "Acme" TILLAGE LINE
We Help You Close the Sale
That's a part of "Acme" service to dealers—one of the reasons why "Acme" sales for 1915-16 were 60% above the previous season's record. We have devised and put into action a strong follow-up system that turns inquiries into sales. And, inquiries are reaching us by thousands from the four millions of farmers who are reading "Acme" advertising.
"Acme"
Pulverizing Harrow
makes a perfect seedbed in all types of soils. "The coulters do the work." They crush clods, level, pulverize and turn the soil twice—all in one operation. They fill air-spaces, compact the lower soil and leave a nice dust mulch at the top. There's an "Acme" for every purpose.
Send at once for dealer's contract.
DUANE H. NASH INC.
107 ELMSTREET, Millington, New Jersey
JOHN DEERE PLOW CO.
GENERAL AGENTS
Winnipeg Regina
Calgary Saskatoon
Other Sizes 3 to 17½ ft.
No. 23
Cuts 6½ ft. wide
"The Coulters Do the Work"

Special Features:

ROLLER BEARINGS

IT IS FLEXI BLE!

Ends of hubs of wheels are chilled—reducing end wear, therefore a new Boxing will fit an old wheel.

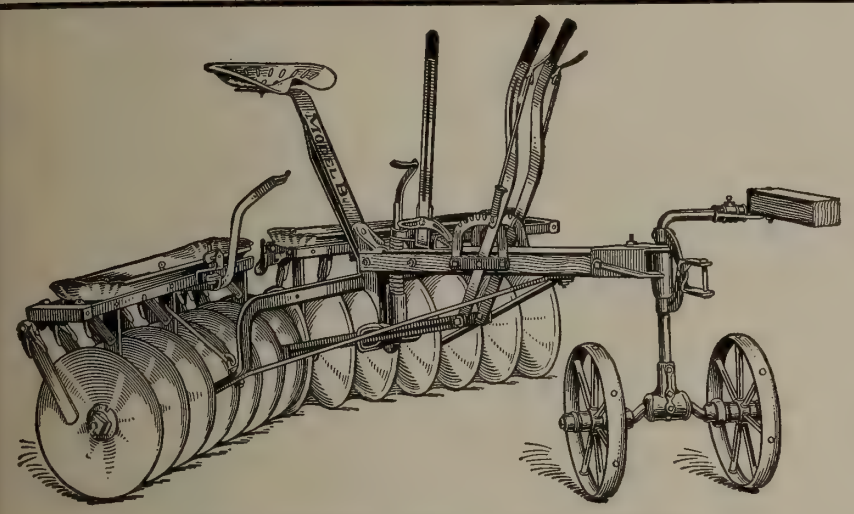


THE FLEXIBLE FLEURY PULVERIZER, WITH TONGUE TRUCK

There is no Implement More Valuable on a Farm

A Pulverizer is used to great advantage on **freshly broken land,** in rolling down flat and solid the turned over sod, which **rots much more quickly and completely. Its great value** is in its use **for compacting** the soil about the **roots of plants,** thereby promoting capillary action that keeps a flow of moisture from below. Soil will not drift after using a Pulverizer.

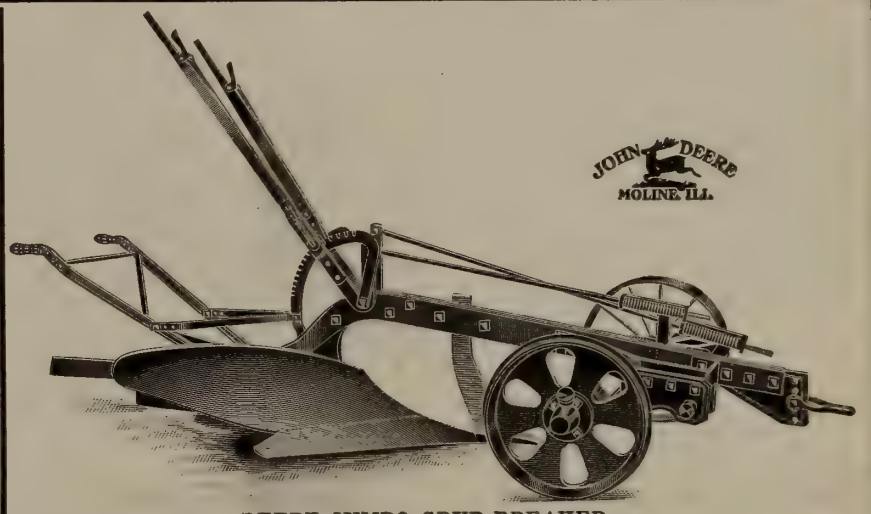
Send us Your Prospect List—we will Mail Them Appropriate Literature



DEERE FLEXIBLE, MODEL B DISC HARROW

The John Deere Model B Disc Harrow is not only superior in construction to other discs, but there is also one most important difference in principle that PLACES THIS MACHINE IS A CLASS BY ITSELF—ITS FLEXIBILITY.

It is a high grade, spring pressure, flexible Harrow. Notice third lever, with powerful spring pressure.



DEERE JUMBO GRUB BREAKER

No flexibility about the JUMBO! It is built for HEAVY, STONY, GRUBBY POPLAR, or other Brush Lands. It is built of steel and must be as strong, as its name denotes.

It is strong enough, and built to stand the pull of high-powered engines. Cuts a furrow 24 inches wide, and any depth up to 10 or 12 inches.

The Deere Standard of Quality—The John Deere Plow

MR. DEALER

We are showing you seasonable goods in this "ad"—only a few units which go to make up our full line of agricultural implements.

If you are not supplied with our catalog—"BETTER FARM IMPLEMENTS"—drop us a card and we will fix you up. Knowledge is power; and power is any old thing from money to a John Deere Jumbo Plow.

HOOVER VISIBLE POTATO PLANTER

This machine, as its name implies, is a

Visible Planter

In other words, the driver can keep tab on its work without turning around.

He knows all the time if the seed box is full, and if the machine is working right. Can you find another machine like it?

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

Light Tractors and Tractor Trade

The leading reason why the implement dealer should handle tractors is because it is evident that the tractor is here to stay. It is going to be sold in the territory, if not by the legitimate dealer, direct or through some garage owner who poses as a tractor specialist. With shortage of help, these machines are going to be in demand, and their sale by the dealer paves the way for a large increase in the sale of tractor plows and other power farming implements.

There is now no doubt about the reliability and efficiency of the small tractor. The tractor demonstrations last year at Brandon, and in Eastern Canada fully proved the value of those machines. The reports from manufacturers of the enormous demand for light tractors shows that they are being sold—that someone is selling them. The difficulty in many cases is not for the tractor dealer to sell the machines, but to get delivery when he has sold them. Conditions vary so much that it is only a waste of time for one to compare figures as regards the use of horses versus tractors. All such figures are comparative. They may show a saving the tractor makes in many operations, and a saving the horse makes in others. The tractor will not replace the horse, but it will act as a valuable accessory to the horse and will conserve valuable horse flesh. The smaller the tractor the less saving it will show as compared with horses, but the size of tractor should be suited to the size of the individual farm—whether an 8-16, 15-30, or 30-60 h.p.

Using the Power

When the farmer owns a tractor he will seek to utilize its power in every possible way. He can best do this by using a power plow, engine disks, hay press, feed mill, sawing outfit, a small separator, etc. Consequently the dealer handling tractors has an opportunity not possessed by the man who does not.

The dealer located in hilly and rough country, where a tractor cannot operate successfully, is one man who should **not** handle tractos.

Then there is the man who is skeptical; who can't bring himself to see that the tractor has any possibilities at all. It is obvious that the light tractor operates best on level soil, or on land with only a slight grade. This fact means that the vast majority of dealers in the Western Canadian provinces are located in sections where a tractor can be used—and with profit.

Essentials to Selling

Before a man can sell either canned soups or tractors he must have faith in the goods. A man must be a tractor enthusiast before he can sell tractors successfully. He must have a broad conception of their uses, of their practicability and utility. And he must be mechanic enough to grasp the salient features in tractor design, and the general properties of the internal combustion engine. The ideal tractor salesman is a man who is one-half mechanic and the other half salesman. By mechanic, we mean that he has mechanical ability sufficient to successfully operate the machine and to outline all its mechanical features in a way that the prospect will understand.

The matter of tractor discounts is a tender point with many dealers. They consider that the business will not pay, and that all the profits are eaten up in selling expense and service. It is true that tractors do not pay as large profits as some other lines, such as buggies or small engines. Yet the stock can be turned several times a year, and if the deals are made for cash, which is the best system, the dealer can take his cash discounts and evade collection expenses.

The Service Problem

In the United States, successful tractor dealers have claimed that they have made money on tractors, although they would like larger discounts. They further admit that it is impossible for any dealer to make money with some of the tractors sold, but in their estimation the most important thing for the dealer is to choose very carefully the tractor he intends to sell.

The question of service calls for some discussion. With the questionable type of tractor, service expenses are excessive. But the sale of a good, reliable machine that has proved by its past records that it is no "service hog" usually makes little demand upon the dealer for this expensive commodity. As tractors develop the service end of the business will get appreciably less, and already experienced dealers claim that the service end in the sale of a good light tractor is so small that it cannot be regarded as an objection to handling this line.

Dealer or Direct?

The whole question hinges on one point: Is the sale of the tractor going to stay with the implement dealer or not? Most manufacturers want the dealer to sell their product, realizing that he is the ideal medium for reaching the farmer. But if the dealer hangs off and regards the light tractor with suspicion, tractors will continue to be sold, if not by the dealer through some other route. By refusing to sell light tractors, the dealer will not cause their sale to cease. Already it is evident that a few lines are being sold direct. Possibly, owing to mechanical features, it is better that they are sold that way, but there is always the chance of good lines also drifting into the direct-channel.

Allowing someone else in the district to sell the light tractor, other than the dealer, leads to several things. The farmer can use a tractor with a tractor plow. He won't buy one part of the outfit from one dealer and the other from another. The dealer who handles tractors will handle tractor plows. Pretty soon the farmer will come to his tractor dealer for a small grain separator. He will buy a hay press, a feed cutter, and many other tools. The implement dealer may manage to continue in business in face of this new competition, but he will be compelled to handle only small-profit and slow-moving lines. Does the implement dealer want to see a new competitor come into the business?

In the trade we have competition enough already in almost every line. Why allow it to enter the light tractor trade. If we are to see the organization of the implement business along power-farming lines, it is well to get in early. It is imperative, as conditions are, that the dealer located in territory where there is a possible demand for light tractors should give his best consideration to the question of handling the tractor and the lines that go with it.

B.T. Briefs

J. M. Thompson, manager of the Winnipeg branch of Beatty Bros., Ltd., of Fergus, Ont., recently returned from a visit to the head offices and factory of his company. He reports that the Grand River factory has been enlarged, nearly trebling the amount of floor space, while an addition has been made to the main factory at Fergus of over 800 x 70 feet. The main office has been doubled in size, while the London plant has doubled its capacity.

Herbert Blackstock has been appointed sales manager of the Edmonton branch of Beatty Bros., Ltd. Mr. Blackstock has had a very wide experience both as a local agent and as a salesman. Formerly local agent at Barrie, Ont., he joined the organization in 1907. Some two years ago he was compelled through ill health to go West, where he resided in Calgary for awhile, later removing to Edmonton. As a dealer, Mr. Blackstock sold on an average 100 Hay Carrier outfits yearly, selling those and complete stable outfits to some of the most prominent stockmen in Canada. His valuable selling experience in the East, and his extensive knowledge of the B.T. line, will enable him to render the best of service to the trade in Alberta. His many friends will be glad to learn of his promotion.

Machine Displays During Bonspiel

The various wholesale houses saw a large number of visiting dealers during Winnipeg Bonspiel. In the Industrial Bureau, the J. D. Adshead Co. showed their line of "Happy Farmer" tractors, while the C.O.D. Tractor Co. showed a model of their kerosene burning, 13-25 h.p. tractor. Owing to the many farmers' conventions held in the Bureau, these machines were the centre of much interest. The J. D. Adshead Co. report that they now distribute a complete line of standard grain separators. This will give the Western agents of the company an opportunity to sell a complete outfit for individual threshing, both tractor and separator.

Tractor Attachment Shown

During the recent convention of the Saskatchewan Grain Growers, at Moose Jaw, the Staude Mak-A-Tractor, manufactured by the E. G. Staude Mfg. Co., St. Paul, Minn., attracted much attention. This is a rear axle tractor attachment for application to the ordinary automobile, to which it can be attached in less than ten minutes. Another attachment of the same type, the Tracford, was shown by Western Accessories of Regina, who also showed their Tracford in Winnipeg during the annual Bonspiel. It is claimed that these attachments make an ordinary Ford car do the work of four horses. The engine power is concentrated when the engine is in high gear, in the ratio of 11 to 1. A little over two miles per hour is the plowing speed of the attachments.

Don't think you know all about your business. Occasionally you may get a clerk with brains who can make a valuable suggestion from time to time. Encourage your clerks to think.

King of the Field!

The Greatest Little Tractors Sold

Happy Farmer

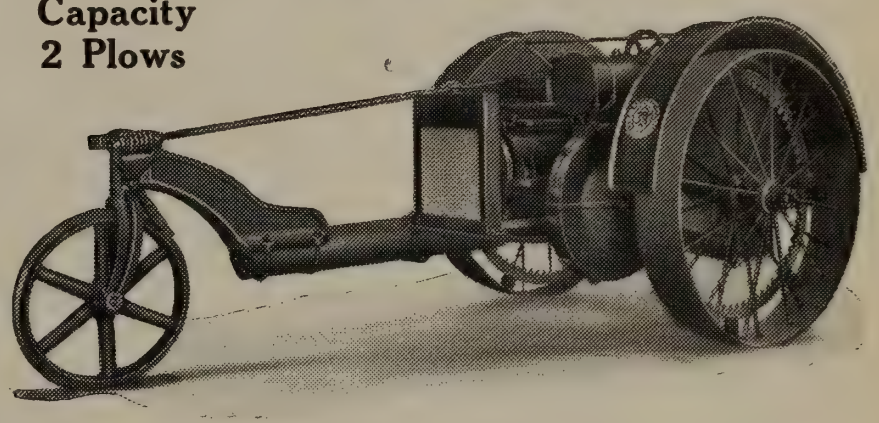
8-16 H.P. Tractors 12-24 H.P.

Happy Farmer Tractor

MODEL "A," 8-16 Horsepower

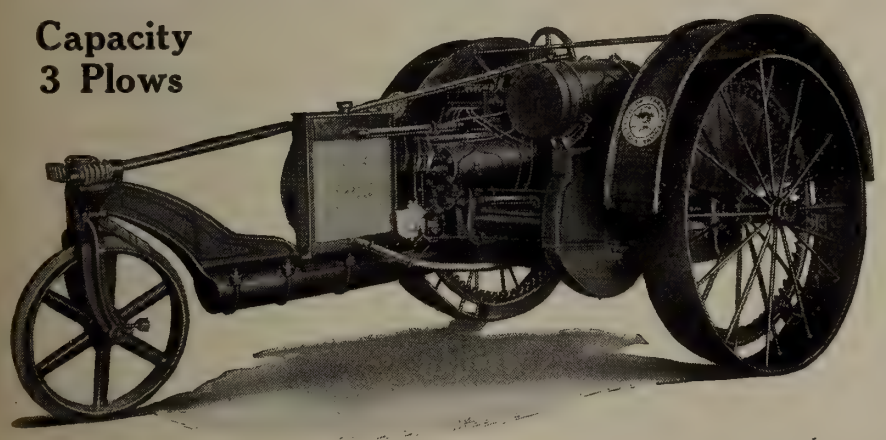
A powerful two-plow outfit, with a constant, guaranteed draw-bar pull of 1,500 lbs. Weight, 3,500 lbs; 88% of weight on drive wheels. Double drive on two 56-inch by 10-inch face drivers. Self-guiding, one-piece, unbreakable, cast steel frame. Two-cyl. opposed engine that burns kerosene with special attachment. Atwater-Kent ignition. Regularly equipped with Bennett Carburetor; Air Cleaner. Universal hitch—no side draft. Force feed lubrication; ball type governor. Made the most satisfactory record in 1916 of any Light Tractor of like rating. Simple in construction; perfect balance; easy to handle.

Capacity 2 Plows



Territory is Going Fast. Better Line Up with the Winners!

Capacity 3 Plows



Happy Farmer Tractor

MODEL "B," 12-24 Horsepower

The Model "B" has the most perfect Kerosene-Burning Motor ever designed. Weight, 3,700 lbs. Twin cylinder horizontal, cast en bloc, 4-cycle engine, specially designed for low-grade fuels. HYATT ROLLER BEARINGS THROUGHOUT, in dust-proof cages. Atwater-Kent ignition. Perfect mechanical lubrication. Automatic steering; fuel tank capacity, 13 gallons. Drive wheels 56 inch diameter. Turns a square corner, either right or left. A marvel of Simplicity, Strength, Power and Efficiency. With numerous original and exclusive features, the Model "B" Happy Farmer is sweeping the Tractor Field in every territory.

SATISFY THE USER—EASY TO SELL—CARRY GOOD PROFITS

Reasons Why: The wonderful performance of the Model "A" during 1916 has created an extraordinary demand for 1917 Agency Contracts. Profit and Satisfaction for both Farmer and Dealer are combined in these Machines. They are the Lightest, Strongest, Best-built Tractors made, at anywhere near the price. Every farmer can afford one—every dealer can sell them and MAKE A GOOD PROFIT. This is your Big Tractor Opportunity. Some good Territory still open. Write NOW.

A Complete Line of Grain Separators in all Sizes, also Light Tractor, Moldboard and Disc Plows

DEALERS: EVERY DAY YOU PUT OFF GETTING THIS CONTRACT, YOU LOSE MONEY

J. D. ADSHEAD COMPANY, LIMITED

221 CURRY BLOCK (Opposite Post Office) WINNIPEG, MANITOBA

The Sales Manager

In the implement business the sales manager of to-day must be one who regards every situation fairly and without prejudice. His duties are indeed manifold and varied. In this position the stimulating influences of personality, the force of real character and the powerful example of stick-to-itiveness are essential. In the management of correspondence, the art of selling can show itself to a remarkable degree in this branch of the wholesale business, yet in this regard some sales managers are deficient. Every inquiry from a customer leads to possibilities of some kind, the extent of which depends largely upon the ability of the sales manager.

If a buyer, for instance, asks for some make of machine the firm have not to offer, it is poor policy for the sales manager to simply say so without attempting to submit prices on some other machine. The reason why should never be forgotten in offering goods as a substitute.

Follow-up letters are an important feature in this department, and in every instance the salesman on the particular territory should receive a copy of letters written to prospects or customers in that district. A personal call may then do much to close a sale.

The man who succeeds in the sales management department of an implement concern must, first of all, know his product, how it is made, what are the costs of production, etc. He must further know how to impart this knowledge to his salesmen, and beyond them must know the territory covered intimately and thoroughly. He usually must follow a given policy in selling, but the day is past when the sales manager can be only a disinterested employee, seeing to the filling of orders and the plaints of the men on the road. He is in many ways the most important man in the development of any wholesale business.

Service and the Dealer

In an address to the implement dealers of Illinois, Dr. W. E. Taylor, soil expert for Deere & Co., Moline, pointed out that the implement dealer is an indispensable link between the manufacturer and the farmer. As such the dealer should have protection from manufacturers and their sales organizations, for without that a chaotic condition in prices, terms, etc., would soon render the business of implement retailing unprofitable. A little more than half a century ago it took three hours' time to produce a bushel of wheat; to-day it takes ten minutes. The production cost of a bushel then was 17½ cents; now it is 3½ cents. This is directly due to the improved machinery now in vogue and a like reduction has been made in the production of hay and all other farm products.

Upon the implement dealer rests the burden of educating the farmer to use better tools and more scientific methods so that greater acreage may be cultivated and the work done in a better way.

Dealers should co-operate among themselves in the matter of maintaining uniform and profitable prices, and let the competition be confined to quality and service. While a cut price may be of slight benefit to a small per cent of purchasers, it will sooner or later ruin the price cutter and the farmer will suffer because of poor service due to lack of competition.

Manufacturers and dealers should realize that competition is laudable when it guarantees to the competitor a fair and just profit, but when carried to the point of eliminating that profit, it means destruction, disorganization and inferior goods.

Success in the implement trade depends upon service as surely and as naturally as water runs down hill. Profitable business is made or lost on this matter of service. In service stands the bulwark behind which the retail dealer is secure, and the artillery of all the combined enemies in the commercial world will not dislodge the retail system if the dealer lives up to his opportunities.

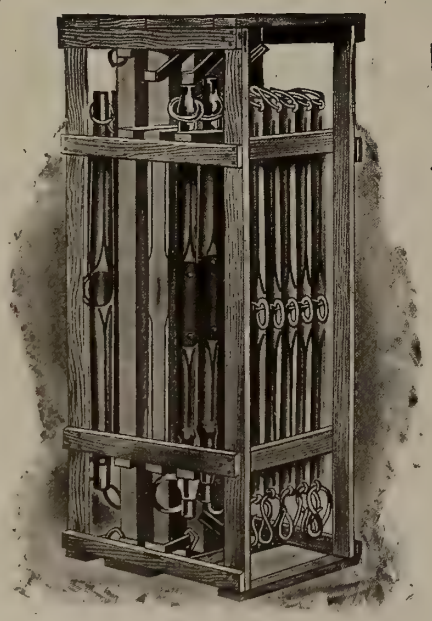
Ford Car Assembly in the West

During Winnipeg Bonspiel a large number of visitors went over the new Ford assembly plant on Portage Avenue, Winnipeg. The system of distribution for these cars is not without interest to the dealer.

Under the new plan Ford cars are now assembled at Montreal, Toronto and Winnipeg, and from the branch factories in these cities are distributed to the dealers in the various territories. Car assembly has consequently ceased in the Ford, Ont., factory.

Manufactured parts are now shipped to the Toronto, Montreal and Winnipeg branches in carload lots, thirty-six car loads of parts being required for the assembly of four hundred Ford automobiles. A heavy outlay for buildings and equipment necessary to provide additional assembly facilities has been made, and it is calculated that the saving of time on deliveries will more than recompense for the expenditure.

The value of the new arrangement is apparent, as it permits shipment from three conveniently situated territorial centres, instead of as formerly from the Ford plant only. This eliminates delays caused by shortage of freight cars, and congested railway traffic. Much time will be saved on the long haul from Ford, Ont., to distributing points in the West, which will now be served direct from the assembly plant in Winnipeg.



Steady Sellers!

ACKLAND'S PAINTED WOODS

Agricultural and Plow Sets
Wagon Sets Eveners
Reaches and Tongues
Buggy Poles and Shafts

ALWAYS SELL
ALWAYS BRING OTHER SALES!

Send in Your Rush Orders for
"CRESCENT" Duplicate Shares

Large Stock, Prompt Shipment, Satisfaction

ASK US FOR CATALOGUE NUMBER FOUR

The Best Place — D. Ackland & Son, Limited — The Best Goods

Calgary Edmonton — 65-68 Higgins Ave. Winnipeg

TRADE A&S LTD MARK

STOVEL CO. LTD.
WINNIPEG, MAN.

Classifying Farm Power

In an address to the Kansas City Tractor Club, C. C. Parlin, of the commercial research division of a large publishing concern, gave some interesting data regarding the potential market for the tractor in the United States. In that country, said he, there are 1,153,605 farms of over 175 acres and 1,516,286 of from 100 to 174 aces. Of the first series 3-5th were potential tractor farms, and of the second 1-5th are possible tractor farms.

It was stated that there are 25 million horses and mules on the farms of the United States, which deliver 15 million horse power. One million gas engines furnish 6,000,000 h.p.; 100,000 steam tractors furnish 4,000,000 h.p.; 50,000 gas tractors, 900,000 h.p., and 750-000 windmills, 100,000 h.p., making a total of 26,000,000 h.p. The power furnished by horses and mules is drawbar horse-power, which, if half of it were replaced, would mean a potential U.S. market of 7,500,000 h.p., or 750,000 tractors averaging 10 h.p. at the drawbar.

Assuming that the tractors will replace half of the power furnished by gas engines, the U.S. would have a tractor market of 3,000,000 h.p. or the equivalent of 150,000 tractors furnishing 20 h.p. at the belt. If the tractor will replace one-half of the power developed now by steam engines, it would mean a market for 2,000,000 tractor h.p. or 100,000 tractors of the 10-20 type. Add to this the 50,000 tractors now in use and there is a market for more than a million tractors in the United States alone.

Speed and Load

The average speed of the farm horse in doing field work is about two miles per hour. The farmer considers that if his team stands up under ordinary farm work and makes from twenty to twenty-two miles a day he is getting everything out of it he may expect; and in buying a team of horses he would not consider one that could not walk faster than one to one and one-half miles an hour, for they could not do the average amount of work per day. He also knows that if his team was capable of going two and one-half to three miles per hour in the field, doing his farm work, that they would be worth one-third more than the average horses.

A tractor that is designed to travel one and one-half miles an hour, pulling its maximum load, cannot possibly turn off the amount of work the machine can that travels two and one-half to three miles per hour. For that reason many dealers and farmers are deceived and misled by the claims made that certain tractors can pull three or four plows, thereby decreasing the expense per acre in fuel consumption over the tractor that pulls a lesser number of plows but will travel one to one and one-half miles per hour faster and turn off ten to forty per cent more work each day. Such a machine shows at the end of the season that a larger amount of work has been accomplished with a less expensive equipment and at a lower cost per acre for operating expense, incuding fuel, than the slow speed tractor.

The Question of Power

The present principal farm power question relates to the extra horses kept for the heavy field work and hauling. Farmers who use animal power exclusively now really have two sets of horses—their regular horses for doing the light work and extra horses to help out on the heavy work.

It is possible to keep the regular horses busy a fairly good part of the time and in this way they pay for their keep right along, but the extra horses stand idle a large part of their time and only pay for their keep a comparatively small number of days out of the year.

The thing most necessary right now on farms is power to replace these extra horses.

In the first place, even with keeping a large number of extra horses, farmers do not have a sufficient amount of power to do all their farm work in the right way and at the right time.

The tractor steps in at this point and supplies the extra power needed for the heavy work, such as plowing, discing, drilling, harvesting, hauling and belt work, enabling the owner to plow deeper and to cultivate oftener and thus to raise larger crops than he can with horse-power.

In the second place, when a man must go out day after day during the long winter months and feed up the grain which he raised the previous year into idle extra horses simply to keep them through the winter to raise another crop, he cannot help but wish for power that stops eating when it stops work.

Short Terms and the Dealer

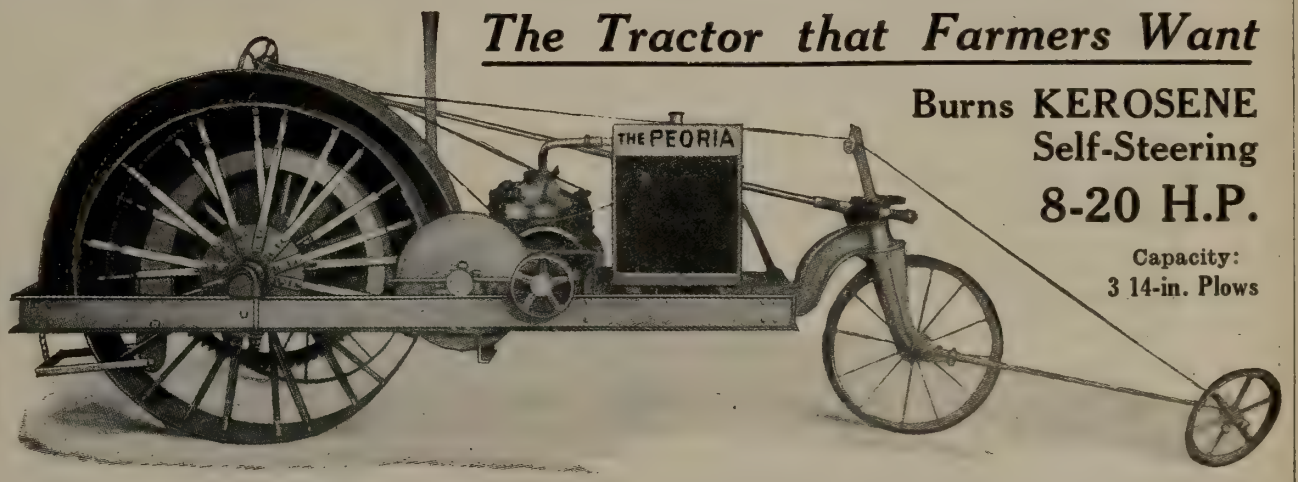
It must be assumed that no dealer at this stage in the game is attempting to conduct a business without at least a little capital. Such a man could only be regarded as a commission agent—not as a dealer. Would the shortening of terms in the business put out of business the man with small capital? That question has been debated at some length at various conventions, and in view of existing conditions it is a very pertinent one. Take for instance, the dealer with very small capital who buys goods on straight sales contracts, and under existing conditions is enabled to transact a considerable volume of business. Some of this class of men would be put out of business unless they mended their way of doing business.

In the first place, they would have to shorten the terms on which they sell to farmers. Then they would have to obtain note settlement for all credit sales. Credit would have to be extended only to those who are responsible or who can and will furnish security. With the short time notes thus obtained such dealers could get the money necessary to meet their bills.

It stands to reason that the dealer with small capital who continues extending credit indiscriminately under the regime of shorter terms (selling machines on excessive time and carrying a large amount of open accounts) would be seriously affected by a shortening of terms in the business. It is evident from every standpoint, and has been stated time and again by dealers' organizations in the United States, that with a shortening of terms no dealer can possibly go on in business who does not conduct his business on proper business principles.

For Permanent Business—Sell The PEORIA

The Tractor that Farmers Want



Burns KEROSENE
Self-Steering
8-20 H.P.
Capacity:
3 14-in. Plows

For Plowing, Discing, Harrowing, Seeding, Harvesting, Threshing and All Belt Work

Dealers: Here is Your Opportunity!

The Lister Line

"Lister" and "Canuck" Gasoline Engines. Grain Grinders and Crushers. Electric Lighting Plants. Milking Machines. Cream Separators. Churns. Ensilage Cutters. Silos. Sawing Outfits. Combination Threshers. Pumps. Pump Jacks. Power Pumping Outfits, etc.

The Peoria has a big 4-cyl., four cycle vertical motor, designed especially for heavy work. Uses kerosene perfectly, and develops full rated horsepower on cheapest fuel. Very simple design. Cut steel transmission gears in oil bath. Underslung frame; perfect balance. Self steering attachment is regular equipment. No side draft; operator sees furrow all the time. Handles 3 bottoms with ease in the toughest sod. Weight, 3,900 lbs. You cannot offer a better tractor to your trade. Write us for full particulars and liberal agency offer. Don't delay.

R. A. LISTER & COMPANY, Ltd.

Wall Street, Winnipeg, Man.

ST. JOHN, N.B. TORONTO QUEBEC

The Community, The Catalog—And You

In an address to the recent convention of the Saskatchewan Retail Implement Dealers' Association, A. A. Thomson, Editor of "Canadian Farm Implements," spoke on the subject of meeting mail order competition. It was contended by the speaker that, in many cases, the local dealer was not aware of the immense growth of these catalog concerns; in some cases he was even curiously apathetic. Some extracts from Mr. Thomson's address are as follows:

"The motto of the direct selling or M. O. concern is simple. It demands that the farmer sell his farm products whenever he can but not to the mail order concern. It poses as a friend of the farmer, as a power that stands between him and the parasitic retail merchant. And it demands cash in advance so that it can build enormous profits and take its cash discounts, while the customer waits patiently for the goods. But if the rural community requires financial aid in building better roads, better schools, better churches, or wants help for local charities, the customers can look elsewhere! The farmer can haul his mail order purchases over whatever type of road the community may be able to afford. "The direct selling concern asks that the farmer buy his tools and equipment from it alone, that the local mechanic and the merchant may be starved out. It asks the farmer to induce his neighbor to buy by mail also, so that less money may circulate in the community, and that the local merchant be put out of business the sooner. When he is, the mail order concern can ask whatsoever price it pleases. It begs, almost pathetically, that your customers look nightly at the beautiful pictures in its catalogs, that they closely observe the prices and compare them with those of the local merchant. In short, it asks if you have money to spend, spend it with us, but in case of crop failure, sickness, need or distress, apply to your local dealer, for we do not seek your acquaintance!

"Only by dealers organizing can this situation be met and beaten. There is a hideous difference between the association dealer and the unorganized dealer; one is and the other isn't! Association for the betterment of trade is the only way in which this system can be met, and betterment in this trade will not come until every possible means has been used to keep the dealers' feet on the solid rock of good business.

"The direct selling specialist does not inform the farmer that such a thing exists as the cost of doing business. The farmer should be told by local merchants that it costs money to carry stock, to pay insurance and freight, to pay taxes, to pay for efficient help and to give donations to local improvements. All these costs the dealer encounters. Farm papers carry in every issue advertisements offering the gullible public cheap cream separators, cheap drills, cheap buggies, cheap everything—even to feeding bottles and soothers!

"It costs the mail order concern just as much to make a sale and deliver the goods as it costs the manufacturer, jobber and dealer to deliver the same machine. The mail order concern pays a heavy premium in catalog and advertising costs for every name on its mailing list. Its catalogs in these days of high printing prices, cost double what they used to do. It spends a great deal of money in correspondence and in store rent, insurance and city taxes. Someone must hold the bag, and the farmer does it!

"Every dealer engages in the implement business for the purpose of making a living out of the difference between what he pays for goods and what he sells them at. That difference must be large enough to pay all his expenses of handling the goods, also to provide him with a decent salary and reasonable interest on the money he has invested. Time expended, work done and money invested are worthy of due and legitimate returns. The farmer makes a living from the difference between what it costs him to produce a bushel of grain and the price he gets per bushel, or the value of the feed and the time invested in fattening a steer compared with its selling price. Yet the farmer, in too many cases, thinks that the world owes him a living while he should owe the world for everything—but not the mail order concern!

"The man who naturally gets your goat is the fellow who owes you $275 and drives past your door to the depot to take delivery of a big box of groceries and a red and gilt cream separator for which cash in advance has been paid the direct selling concern.

"Take away your small towns in this province. Take away your churches, schools, stores and railroad stations, and what have you left? You leave a desert, because

THE STANDARD BANK OF CANADA

General Statement

The forty-second annual meeting of the Standard Bank of Canada was held at the Head Office of the Bank at Toronto, on the 28th of February, 1917. The net profits for the year were $913,472.24. This amount added to the balance of $61,646.89, brought forward from last year, makes the sum of $975,119.13, which has been appropriated as follows:

Four quarterly dividends at the rate of 13% per annum, amounting to	$398,899.61
Contributed to Officers' Pension Fund	20,000.00
Contributed to Patriotic and other kindred objects	38,900.00
Government Tax on Circulation	30,483.75
Transferred to Reserve Fund from premiums on new stock	333,242.14
Balance carried forward	153,593.63
	$975,119.13

Assets

Gold, Silver and Legal Tenders	$ 9,262,524.47
Gold in Central Reserve	1,500,000.00
Notes and cheques of other banks	1,979,863.07
Balances due by Banks and Banking correspondents	594,376.27
Government, Municipal and Railway Debentures and Bonds	7,244,943.58
Deposit with Dominion Government to secure Circulation	150,000.00
Call and Short Date Loans	1,656,956.71
	$22,388,664.10
Current Loans	$35,892,084.87
Liabilities under Customers' Letters of Credit	58,645.84
Bank Premises and Real Estate	1,249,442.53
Overdue Debts	172,799.89
Sundry Assets	88,637.76
	$59,850,274.99

Liabilities

Capital	$ 3,333,242.14
Reserve	4,333,242.14
Profit and Loss	153,593.63
Notes in Circulation	4,546,513.00
Acceptances under Letters of Credit	58,645.84
Deposits	46,292,564.57
Dividends	106,399.61
Due other Banks	1,026,074.06
	$59,850,274.99

the people will inevitably follow the towns and cities. The farmer continually declaims that he can't keep his sons and daughters on the land, yet he tries to throw away the anchor that will hold them to the old home—a live, progressive town within a few miles of his farm. Such a town holds the boys and girls on the farm.

"We don't grudge the farmer his oft repeated claim that he is the backbone of Canadian prosperity, that he pioneered these Western plains; but the farmer generally forgets that these prairies would still be raw virgin soil were it not for the great army of implement men who stocked and sold the plows and implements which transformed the prairies into rolling acres of golden grain.

"As regards the purchase of machinery, I believe that it is easier to keep your customers from acquiring the direct buying habit than it is to break them from it when once it is formed.

"Look at it from your own standpoint. Are you using as scientific and systematic a method of reaching your customers and prospective customers as are the concerns selling mail order machinery? They direct every effort at locating and interesting prospective customers. Do you? There are but few retail stores wherein the methods could not be improved in at least some department.

"Every dealer must remember that machinery—like all lines—sells on its merits, not on favor. In many cases price bulks far bigger to the farmer than quality, but when he has got stung by the price idea a time or two he is more open to reason. But the best machine on earth will rust in your warehouse if the public do not know that you sell it.

"You have got to fight the M. O. concern with its own weapon, printer's ink and correspondence. Make the advertisement you carry in your local paper tell something. Make it seasonable. Just an announcement that you carry a certain line or lines is not worth the weekly cost to you. Take up a different line suited to the season. Whether it is plows, wagons, seeders or binders, use a good clear illustration and give a good description of the tool or machine. Advertising is not an expense, it is an investment, and direct selling machinery concerns have found it a mighty profitable one!

"Carry an advertisement in your local paper every week in the year. Here's where the local paper has any other skinned a mile. The farmer and his family read it, while they may never read the other papers. Weekly they want to know who has died; who has been married; who is building a new home, or who has gone south or east for the winter. If the Daughters of the Empire held a concert they want to read about it. Yes, the local paper is read more than even the M. O. catalog! It has community interest for your customers, that indefinable something every district possesses.

"When the customer lays alongside the M.O. ad. your advertisement you have won the first round in the fight. They cannot show the customer the goods. You can. They display it in a picture. You display it in your warehouse, that is if you have the right kind of store. In the ultimate, every human being likes to see what they pay money for. The farmer may be attracted by the price of the M. O. machine, but he reckons that the next time he will be in town he will call at the store and take a look at this machine you guarantee is so good, durable and serviceable. He knows also that when repairs are needed he can get them at once from you.

"But you must have a good stock of your lines on view, especially of seasonable goods. Selling from a catalog, you labor under the same disadvantage as the M. O. concern, and you possibly can't sell from a picture book so well as they can. Have the goods, advertise them, hustle for local business and get the farmer into your store, through curiosity if from no other impelling factor. The rest depends upon your ability as a salesman and on the quality of your lines.

"And the men who sell for you must be salesmen, not mere order takers. It may take time to make a salesman out of some man who serves you, but it is time well spent. Every man who sells for you should be always courteous, willing and anxious to please the customer. Many a sale has been lost in this business by the policy of having inferior help. It pays to occasionally have a good talk with your selling staff, and to explain to them why and how customers should be given the best service possible.

There is more in community building than you may think. Solution of our common problems lies along the path that benefits both you and your customers. Do everything you can for the betterment of your community. The better citizen you are, the better business you will have. Be public spirited

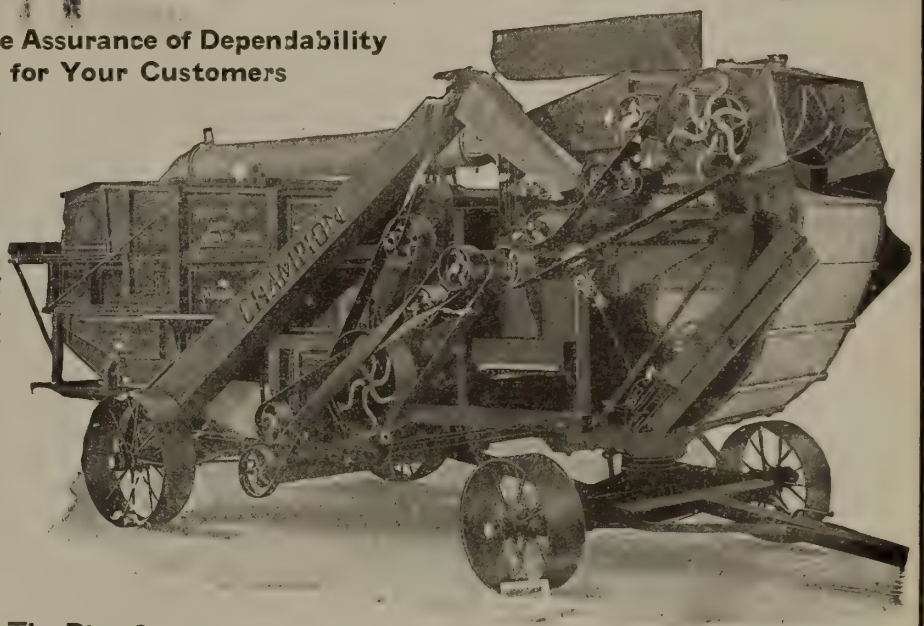
"Waterloo" and "Ideal" Lines Have No Equals

The Names are an Absolute Assurance of Dependability and Long Service for Your Customers

"WATERLOO CHAMPION" SEPARATORS

are not only grain, time and money savers, but they handle any kind of grain, regardless of conditions; are quiet in operation, easily adjusted, well-balanced and free from vibration. Built in sizes to meet the requirements of the farmers and threshermen of Western Canada.

WE WANT LIVE AGENTS TO HANDLE THIS LINE. IT MEANS MONEY TO YOU. WRITE US AT ONCE.

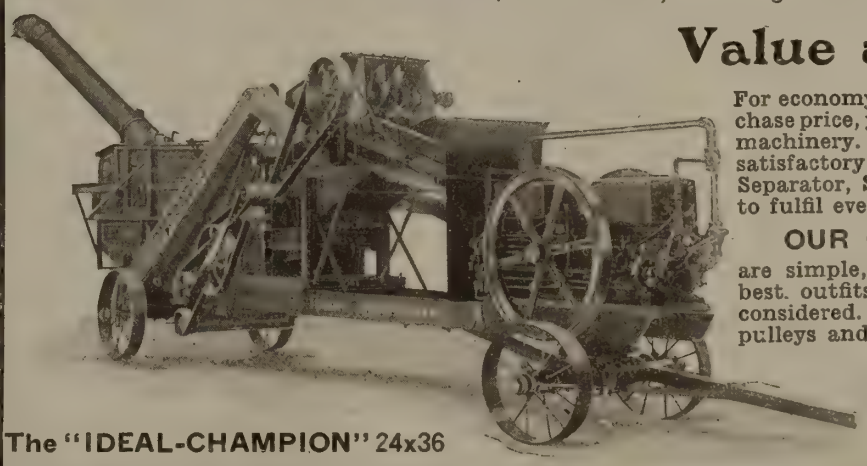


The Big "CHAMPION" 40x62

GET THE AGENCY FOR THESE LINES—ALWAYS RELIABLE

For Increased Business, Sell "IDEAL-CHAMPION" Combination Outfits
Superior to All Others—Made in the following Sizes only:

24 x 36 "Champion" Separator, Hand-Feed, 18 ft. Straw Carriers, 14 ft. Wagon Loader, and 12 h.p. "Ideal" Oil Engine
24 x 36 "Champion" Separator, Self-Feeder, Wind Stacker, 14 ft. Wagon Loader, and 22 h.p. "Ideal" Oil Engine.
28 x 42 "Champion" Separator, Hand-Feed, Wind Stacker, 14 ft. Wagon Loader, and 22 h.p. "Ideal" Oil Engine.



The "IDEAL-CHAMPION" 24x36

Value and Quality

For economy in operation, maintenance and purchase price, your customers want "Waterloo-Ideal" machinery. With a prestige built on years of satisfactory service, we guarantee every part—Separator, Stacker, Feeder, Register or Engine—to fulfil every claim we make.

OUR COMBINATION OUTFITS

are simple, durable and easily operated. The best outfits made, and the cheapest, quality considered. All engines have friction clutch belt pulleys and high tension magneto ignition.

Ask for Literature and Agency Proposition

The Waterloo Manufacturing Co., Ltd.
PORTAGE LA PRAIRIE, MAN.

Goold, Shapley & Muir Co., Ltd.
WINNIPEG REGINA CALGARY

and take an interest in all civic improvements. The man who is boosting his town is usually helping boost his own business!

"There is one good thing I can say about the mail order machine. Set up on your floor alongside a good standard machine of the same type, it acts as the best object lesson you can give your customers. I know a dealer right in this Province who sold a nice number of good, high-grade engines last year simply by laying on his floor a rattletrap mail order engine that was all paint and no quality. For purposes of comparison the mail order machine is invaluable to your business.

"It is my belief that to meet this M. O. competition the first thing necessary is a strong provincial association. Couple with that good service, more cash sales, effective local advertising, and beyond all let each man in his territory work for community betterment and combine with his fellow dealers. Never forget that all the mail order houses in Canada will not increase the value of your customer's farms by one cent."

The efficient salesman recognizes the fact that there are five good days in each week as well as Sunday and payday.

Tillage Tools are Important

The crop is largely dependent upon the care with which the soil is prepared, and the implements which the dealer handles for the operation of tillage are possibly more important than any other line. Plowing, while an important factor, may be largely nullified if the subsequent tillage is of a poor order. Scientific tillage prepares a satisfactory seed bed and controls the moisture content of the soil. In the forefront of tillage implements stands the disk harrow. The methods of tilling the soil differ with the varieties of crops grown, but the object of disking is the same in every case.

After the ground is plowed, it should be disked and harrowed until all lumps are finely pulverized. The delicate plant roots cannot penetrate hard lumps, and are consequently deprived of much plant food. A finely pulverized soil gives a greater feeding area for plant roots than a lumpy one. In pulverizing the soil the leading implements are the disc harrow, spring and peg tooth harrows, cultivators, pulverizers and sub-surface packers and pulverizers.

Consider the Soil

Taking the naked soil for a start; you have a hard, cracked surface, with clod formation which allows moisture to escape. Plow this land and you must leave an air space between the turned over slice and the ground beneath. This air space prevents a firm and compact seed bed from being made and stops capillary attraction with the subsoil. Assume that you disk the plowed soil. You still leave the air spaces below the furrow slices, for only a part of these are pulverized. But if we disk the soil before plowing, we get a different result. The mulch of dirt breaks up capillary attraction so that moisture cannot escape from the ground surface. A mulch of fine dirt is left between the overturned furrow slice and the ground beneath; making a foundation for a firm and compact seed bed. This disking before plowing also leaves the soil in good condition to absorb water.

If the ground is disked before and after plowing, the seed bed becomes compact and firm in a much shorter time, and forms a means of capillary attraction. By such a system of tillage, the farmer takes no chances, whether the season is wet, dry or normal. Usually the deeper the cultivation, the more moisture saved. It has been shown that a 4-inch mulch saves 72 per cent of the moisture, an 8-inch about 88 per cent, and a 10-inch mulch practically checks evaporation.

The dealer to be successful must have a good knowledge of correct farming methods, for with such knowledge interesting customers in modern implements becomes easy.

What the Disk Does

Take the effect of the disk on the growing of oats, for instance. Even to-day you will find men who scatter the seed oats over the crushed surface of the field, then attempt to cover it by a few strokes of a drag harrow. No decent crop can be expected via this route. Many farmers, however, as explained above, double-disk the field before plowing. The result of this operation we fully explained above, but it might be said that the main idea of scientific tillage is to bank the underground water in the lower strata, so that the upper strata, or seed bed, may draw upon the stored water as the growing plants require it.

This process is essential to all grain growing. When the field has been plowed for oats, it is again disked, leaving a seed bed ideal for a good crop.

Take, for instance, any field that has been fall plowed; a crust of earth is certain to harden on the surface. Stubble ground will be filled with small cracks and the surface between the cracks cemented. If the disk is not used the surface may be muddy or soft one day, and very shortly a spell of dry weather may have formed a crust. All underground water rushes to the top. Evaporation is extremely rapid, and continues until the crust is broken by the disk.

Types of Disk Harrows

There are many types of disk harrows on the market, and all are adaptable to some special purpose. The regular blade disk will do better work in loose porous soil, because it pulverizes the surface more thoroughly than the cutaway blade. The latter is best adapted to deep tillage; it digs deeply into the soil, and is good for heavy, compact land. In heavy soil, one application of the cutaway disk, followed by an application of the regular disk is often recommended. With much surface trash the cutaway disk gives good results.

The double disk harrow has become a very popular implement. Suppose the farmer has but three days in which to do his disking, and could only go once over in that time. With a tandem outfit he can double-disk his field in the same time. In many cases the extra yield of grain due to double disking will easily pay for the investment made in a double disk. Owners of light tractors and tractor plows are very good prospects for the double disk.

In corn cultivation the disk is also important. There are two methods of planting corn; surface planting on plowed ground, and planting with the lister. In both cases the disk is used before the corn planting machine. In corn growing areas the disk is an invaluable implement, for it assists the ground to warm up at an early date. The porous surface left by the disk absorbs the heat of the sun and forms a warm, friable seed bed.

When preparing a seed bed for small grains, we have outlined the importance of a thoroughly pulverized soil. In case the soil needs more compacting, the disc can be used with a slight angle, or set straight, having the effect of a soil packer to some extent. The finishing touches may be given with a good drag harrow.

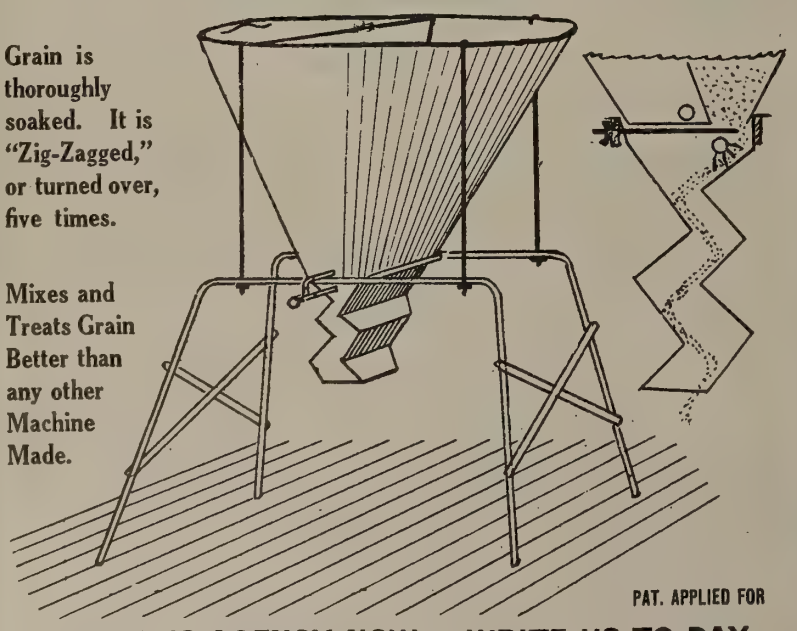
In preparing a seed bed for alfalfa extra thorough and repeated cultivation is the only means of getting rid of weeds and grasses. If the roots of the young alfalfa plant do not have a firm subsoil, the wind will rapidly remove them. Sweet clover will not grow upon loose soil. The use of the sub-surface packer is a quick method of putting the land in ideal condition for these crops, for

Fast Sellers! Good Profits for Dealers who handle RASMUSSEN'S

"ZIG-ZAG" AUTOMATIC GRAIN PICKLERS

Grain is thoroughly soaked. It is "Zig-Zagged," or turned over, five times.

Mixes and Treats Grain Better than any other Machine Made.



PAT. APPLIED FOR

GET THIS AGENCY NOW. WRITE US TO-DAY.

All metal construction. Legs ⅞-inch high carbon steel. Shipped knocked-down, taking low freight rate. You can sell the "Zig-Zag" in competition with any pickler on the market. The Price is Right.

Distributors for Manitoba and Alberta

Saskatchewan Distributing Co., Regina, Sask.

Distributing Agent for Saskatchewan

Bert Conway, P.O. Box 33, Regina, Sask.

it is an important tillage implement. With the alfalfa, the judicious use of the disk will keep the ground in condition and kill all sprouting weeds.

For crushing large clods of earth and preserving moisture by packing and pulverizing the upper subsoil, the pulverizer is an excellent implement. Light, loose soils are kept from drifting by its use. These implements are made in wheel sections, from 16 to 24 or more, or in the shape of light plow attachments which can be used immediately following the gang plow.

The drag harrow is also an important implement. It does very fine work, and is one of the best means of procuring a good seed bed.

Proper harrowing has a great effect upon subsequent yields. Harrows are also made with special coulters which have a backward slope. These coulter bars, which have little spurs, level off the surface, while the coulters or knives go down deep enough to cut through the furrow slice. This packs the subsoil and cuts off weeds which are developing. This tool, the "Acme," cuts, crushes, turns and smooths and levels the soil in one operation. It leaves the top soil finely mulched and packs the subsoil.

The cultivator is an admirable implement, and is adapted to many uses. It is a useful tool in treating alfalfa and is without an equal in corn cultivation. Special cultivators are made for these purposes, and proper cultivation has increased the hay yield in countless instances.

The disk harrow is, without doubt, the most important tool in the dealer's stock. It is now more universally used than any other one farm implement except the plow, yet many of the uses it might be put to are little understood. Many of the most prosperous farmers recommend disking stubble immediately after harvest, disking before plowing and disking after plowing, to be followed by the drag harrow. Summer fallowing with the disk, and other means to conserve moisture, kills weeds and improves the condition of the land.

Tillage tools form a large part of the dealer's annual trade, and the application of them to agriculture forms a theme which should be of the greatest interest to every implement dealer. The farmer can only hope for a good dividend by preparing his seed bed in the best possible manner, and with the best implements available.

Long credits don't make lasting friends or decent dividends.

A FEEDER THAT MAKES FRIENDS EVERYWHERE

The Langdon Ideal Automatic Self-Feeder

Guaranteed to feed perfectly to full capacity any make or size of separator.

Backs Up Every Claim—and in the Field

The Langdon Ideal Rotary Knife Feeder is the one Feeder that governs according to the condition of the grain. It operates on the principle of hand feeding, handling the dry, straight bundles very fast, while the wet, tough and tangled ones are delivered more slowly, giving the separator and engine an absolutely uniform and even load at all times. The feed is absolutely controlled and governed. The Langdon positively will not slug the cylinder, while pitchers cannot overload the separator.

WRITE NOW for full particulars and Agency. We are exclusive selling agents for Western Canada

Cushman Motor Works of Canada, Ltd.

Builders of Light Weight, High Grade, Gasoline Engines for Farm Power Work.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

EXCLUSIVE SELLING AGENTS FOR:
Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

DEERING

Drill Business

GOOD drills are pretty common nowadays, but there is still a wonderful field for drill sales. Take a survey of your own territory. Isn't it a field for profitable drill business? Average yields of four bushels more per acre on drill-sowed fields than on broadcast-sowed fields—that was the result of recent extensive tests. There is a big argument!

DEERING drills are good strong reliable drills. They can be depended on to sow seed properly regardless of soil conditions. They have rigid angle steel main frames, preventing any sagging. The strong continuous steel axles have the most durable bearings ever used on drills. **DEERING** drills are double drive—each half driven by a separate chain and sprocket—a good feature when finishing up a field and only half the machine is needed. Wheels are extra large. All the details are designed for drill satisfaction. These sizes: 14, 16, 18, 20 and 22 markers, 6-inch spacing.

DEERING drills remain dependable after years of service—as strong in frame and accurate in mechanism as when the paint still glistened on them. Get in connection with the nearest branch house in regard to the selling of the line of good **DEERING** drills. The proper time is right now.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

BRANCH HOUSES

WEST: Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; N. Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST: Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

Doubles Capacity to Make Tractors

The Happy Farmer Tractor Co., La Crosse, Wis., has been compelled to double the capacity of its plant. The company recently announced that it had leased a new plant in order to provide room for the storage and assembly of Happy Farmer tractors. This year, states the company, 2,800 of these light tractors will be produced. Orders are already on the books for nearly the whole output, the machines to go to all parts of the United States and Canada. J. D. Adshead Co., Ltd., Winnipeg, are distributors for Happy Farmer tractors in the Canadian West, which concern advises that large orders are being placed from Western territory.

Farm Loans Bill for Manitoba

The second reading of the Manitoba Farm Lands Act was recently passed in the Manitoba Legislature. The bill provides for the loan of money to farmers upon a co-operative plan. An association is created, known as the "Manitoba Farm Lands Association," with an authorized capital of one million dollars, divided into two hundred thousand shares of $5.00 each. One-half of the capital will be subscribed by the government and one-half by the borrowers. Only farmers can purchase shares.

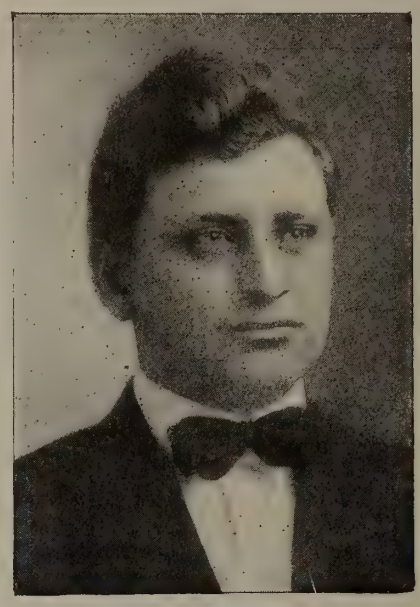
By the bill, the association can lend money by way of a first mortgage on improved farms up to, but not exceeding, 50 per cent of the value of land and improvements. The money must be used only for the following purposes:

To purchase land; to pay off prior debts; to erect buildings and improve farm; to purchase live stock and machinery; to pay off floating debts incurred previous to date of application. No loan may exceed $10,000. The rate of interest charged for the accommodation will be 6 per cent. Should this bill become law, as it probably will, there is an excellent reason why the implement dealers in Manitoba should restrict credit sales, and ask their customers to pay old debts and obtain the outlined financial assistance to purchase their implements and equipment.

One explanation of the credit manager is that it takes all kinds of people to make up a world. But we are durned if that explains why the dead-beat should be alive.

Sharples Have New Machine Department

The Sharples Separator Co., West Chester, Pa., announce the inauguration of a new factory machine department in the West Chester offices. The increasing demand for the factory sizes of Sharples cream and whey separators and clarifiers has made this imperative. F. A. Doyle, a former Sharples salesman, is in charge of the new department. Mr. Doyle has been connected with the separator business for nearly 20 years, and formerly covered territory in Western Canada.



F. A. DOYLE
New Department Manager for Sharples Co.

From Winnipeg to K.C.

W. C. Giberson, formerly collection manager in Western Canada for the J. I. Case T.M. Co., has been appointed manager of the Kansas City branch of that organization. The Kansas City house is the largest branch of the company. Mr. Giberson has been connected with the J. I. Case T.M. Co. for eight years, starting as a collector in Michigan. He was transferred to Winnipeg in 1913, in the West Canadian field handling all the collection work of seventeen branches, with a force of 85 to 100 men. His excellent record in Canada has brought him the management of the Kansas City branch. Mr. Giberson's many friends will be glad to learn of his well deserved promotion.

Tractors in Russia

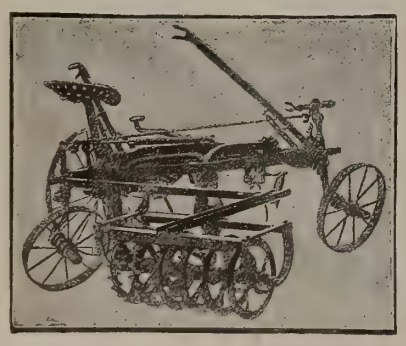
A trial order of 40 tractors recently arrived in Russia via the trans - Siberian route. These tractors will be utilized this spring, and have been already purchased by landowners. They are sold to farmers on easy terms; the payments being made in three instalments in two years' time. A further order of 100 tractors by the Russian Government is expected to arrive in April. These will consist of two types: large machines of 30-60 horse-power and small machines of 8-16 h.p. There is evidently little demand in Russia for medium power machines. The Russian farmers state that the only defect in those imported machines is that the plow shares are set too close to one another, and in this way are too easily packed with earth.

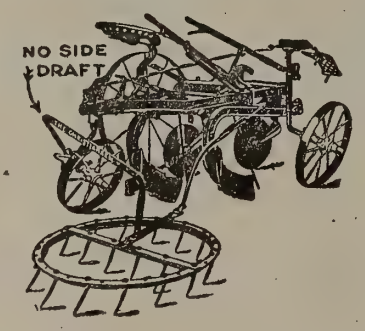
Consider their price, and handle potato machinery!

A LINE THAT WILL MAKE MONEY FOR YOU

"Christiansen" Harrow and Packer Plow Attachments

The Christiansen Boss Wood Harrow 26 Feet—150 Teeth
EVERY ATTACHMENT FULLY GUARANTEED





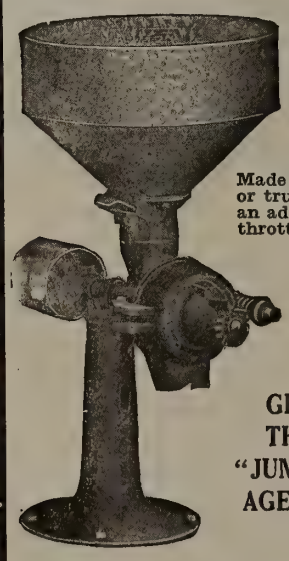
Farmers know the always-lubricated dust-proof axle in Christiansen Packers. They won't use dry-axle packers. Our packers are made for 2, 3, and 4 horses in three sections; interchangeable surface or sub-surface wheels. Weight 200 lbs.

For seven years Christiansen Harrow attachments have held the lead. Over 12,000 of them have been sold—and they stay sold and sell others. Patent hitch, no side draft. Write us for full particulars. You can sell them in your territory. Weight 50 lbs.

WRITE US FOR OUR AGENCY PROPOSITION

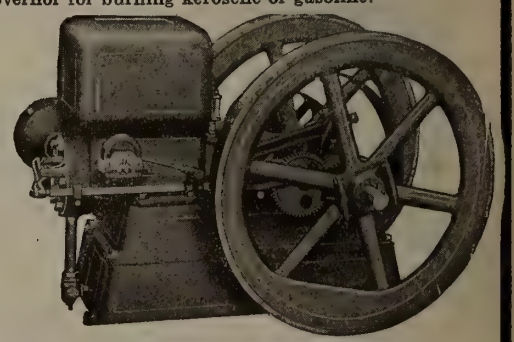
We Manufacture: Straw Spreaders, Dreadnaught Engines, Gilson Threshers, Portable Grain Elevators, Feed Grinders, Saw Mandrels, Feed Cookers, Pump Governors, Tank Heaters, Road Drags, Manitoba Universal Farm Tractors, Pump Jacks, Stayput Granaries, Hay Sweeps, Land Rollers.

THE WESTERN STEEL & IRON CO., LTD.
Implement Manufacturers
WINNIPEG MANITOBA



You Can Meet—and Beat Mail Order Competition by Selling JUMBO GASOLINE ENGINES

Made in 1¾, 2½, 4½ and 6 h.p. On skids, strong iron sub-base or trucks; make and break ignition; battery or magneto. At an additional cost 2½, 4½ and 6 h.p. sizes can be equipped with throttling governor for burning kerosene or gasoline.



GET THE "JUMBO" AGENCY

"LITTLE JUMBO" FEED MILLS are the best on the market at a reasonable price. Great range of capacity. Low power requirements. All-steel construction. Grind from 10 to 30 bushels per hour; 6-inch burrs; weight 90 lbs. Write nearest branch house.

Manufactured by Nelson Brothers Company Saginaw, Mich., U.S.A.
Western Canadian Jobbers
Tudhope-Anderson Co., Limited
WINNIPEG REGINA SASKATOON CALGARY

Hitches for the Small Tractor

It is granted that the small tractor will give valuable service to the farmer, but in many cases the farmer is somewhat vague as to how it may be adapted to the use of the various implements on the average Western Canadian farm.

When plowing, little trouble is encountered, as only a clevis is necessary, but with a combination of machines, to be used at the same time, trouble may be experienced. In disking with a tractor, two small chains can be used, back from the drawbar. These lead back to a spreader which is made long or short according to the width of soil the harrows are expected to cover. This "spreader" can be made of 3 x 4 inch material, or two pieces of 2 x 4 bolted together. From the ends of the spreader bar, the harrows are attached by simple clevises, such as are used in doubletree ends. The third harrow is chained to the centre of the spreader bar, and behind, so as not to interfere with the others. This gives a very steady hitch.

A similar hitch can be used successfully in raking hay into windrows. With a side-delivery rake and wagon loaders, several men can be saved in large haying operations by this means. A little hay may be missed when turning, but with a slow steady speed on the tractor outfit will work well.

Applying a small tractor to an eight-foot reaper, the latter should be equipped with a tongue truck to which a pole three feet long is attached. With a clevis on the drawbar this is the only additional equipment necessary. For binder use, a mirror can be set at the side of the tractor to reflect the knotter mechanism. The operator keeps looking in the mirror, and if the twine breaks, or if clogging happens, he can see the trouble and stop at once. It has been demonstrated that a tractor and an eight-foot binder have done more than two six-foot binders drawn by horses under the same conditions. Time is lost in changing and resting horses, while the tractor goes straight ahead. With a tractor the binder will take the corners at right angles, without leaving any grain. The operator simply pulls the binder a little past the grain, then with a quick turn of the steering wheel brings it close to grain again. This practically turns the tractor at right angles.

In the matter of pulling wagons, grain drills, and all implements with wagon poles, a false pole of about two and a half or three feet in length is usually made, which can be easily substituted for the horse pole. This short pole will allow the implement to get close to fence corners and other places and affords a rigid brace for backing up when occasion requires. If the tractor is to perform any future function on the farm it is always well for the farmer to buy new machinery and implements with tongue trucks. So far as practicable, all farm implements are made now with either tongue or tongue truck, at about the same cost, and the tractor is well adapted to all implements with tongue trucks, whereas it cannot always be hitched to implements with the straight tongue, designed for horses.

While it must be admitted that there is work on the farm that cannot be done with the tractor, necessitating the continued use of the horse, it is a fact that the tractor has lightened the work of the horse to such an extent that only a few teams are needed on farms of considerable size.

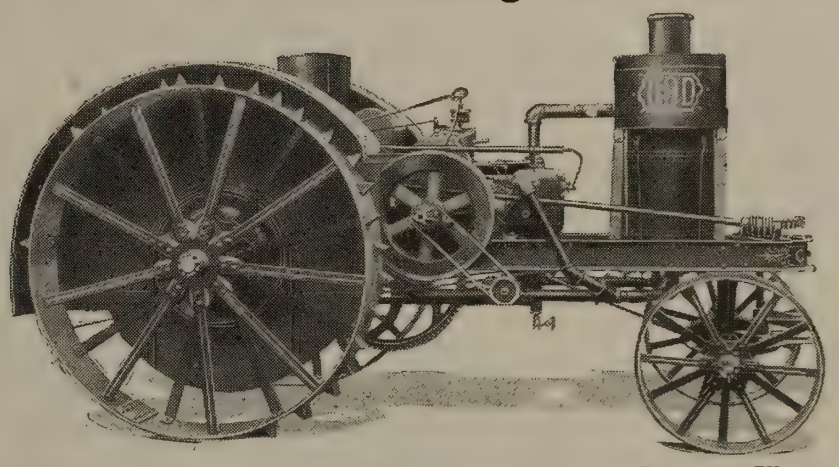
Usually the greatest difficulty experienced with the tractor is in making turns, backing up machinery, backing wagons under the shed, and in other similar operations; but with a little care in making hitches, always using the short false pole, there is likely to be very little trouble experienced in backing.

Light tractor manufacturers are

Mr. DEALER
Cater Can Sell You
Wood or Iron Pumps cheaper than any one in the West.
GET HIS PRICES BEFORE YOU ORDER
Brandon Pump & Windmill Works
BRANDON **MAN.**

C. O. D. Kerosene Tractors
Will Cut the Cost of Farming for Your Customers

13-25 H.P.
Durable
Simple
Powerful
Economical
For All
Farm Work



13-25 H.P.
Weight: 6,400 lbs.
Capacity: 3 Plows
Two-Cyl. Opposed Engine

The Most Practical, Light-Weight, Heavy-Duty Tractor Made
IT IS MASTER OF ALL FARM JOBS

The C.O.D. Tractor is a proved, profitable investment for any man who farms 80 acres or more. Note the weight—not too light for a wide range of service. For plowing, discing, harrowing, seeding, harvesting, threshing and general haulage it has no equal in the Tractor field. Drive wheels, 70 inches diameter by 12-inch face. Large calks give powerful, positive grip on all soils. Draw-bar pull is transmitted through both rear wheels, eliminating all side draft.

Very simple design. Large, adjustable bearings. Solid channel steel frame. Special C.O.D. steering device, rigid and positive. One lever shifts the two gear contacts, the other operates the wide-faced friction clutch. Speed, 2½ miles per hour.

Will plow from 10 to 15 acres per day; deeper and more uniform than horses. Engine is two-cylinder opposed, 4-cycle type, 6½ by 7-inch stroke. Delivers full rated horsepower on KEROSENE. Built-in mechanical force-feed oiler; adjustable bearings; quick-acting governor; removable crank case cover. Atwater-Kent high-tension ignition. Kingston carburetor. C.O.D. air cleaner. Easy to adjust and repair. Motor is perfectly balanced and runs without vibration. Cylindrical radiator, with large water capacity; centrifugal circulating pump. Capacity of fuel tanks, 22 gallons. During Winnipeg Bonspiel hundreds of farmers were attracted by the unique features of the C.O.D. Tractor. Many of them bought this splendid machine.

A Full Line of Standard Grain Separators and Light Tractor Moldboard and Disc Plows

Our 1917 Dealer's Contract is Now Ready. Why not be the C.O.D. Dealer in Your District? Write Us at Once.

The C.O.D. Tractor Company
Industrial Bureau, Winnipeg, Man.

more and more designing their machines for use on the average farm. The farmer wants a machine that will plow, disc, sow and do haulage and belt work. He wants one that will operate a small separator efficiently. For general requirements a tractor at least 8 h.p. on the drawbar and 16 to 20 h.p. on the belt is best. A tractor of such power should pull three plows in stubble or two in sod. It will pull from one to three discs on plowed soil, each disc built for three horses. It will pull two six-foot binders, or one wide cut binder, and it will operate a 16-inch cutter with blower elevator or will handle a 24 or 28-inch separator, without self feed but with a stacker. Such a machine, of good design, will use less than 18 gallons of kerosene a day or its equivalent in gasoline, with about a quart of lubricating oil.

Such a tractor is practically a one-man outfit, and no force is required to tend for and feed it. It is a profitable investment for the average farmer as has been proven in countless cases.

Avery Company Prosperous

The balance sheet of the Avery Co., Peoria, Ill., as of November 30, 1916, shows that net profits for the eleven months last year were $771,831, as against $445,722 for the whole of 1915. The 1916 earnings were at the rate of ten times the preferred stock dividend requirements, and after deducting this dividend left 30 per cent for common stock. The regular 7 per cent dividends were resumed, the company also declaring a 7 per cent dividend on Feb. 1st on the common stock, out of 1916 earnings.

Western Soldiers in Massey-Harris Home

The latest bulletin from "Kingswood," the soldiers' convalescent home, maintained in England by the Massey-Harris staff and agents, reveals the interesting fact that no less than eighteen wounded soldiers from Western Canada are being brought back to health and strength in this home. As one soldier writes: "If we had our way we would stay at Kingswood for the duration of the war." That testimony speaks volumes for the care taken of our heroes.

Better Seeding Means Bigger Crops

It is admitted that the average yield per acre of wheat and oats is on most farms below what it should be. Increased yields are made possible by scientific rotation of crops, by keeping the land fertilized, by the selection of good, clean seed, and by sowing the seed in the best way. The best seed, live strong healthy kernels, secures a better stand and gives a larger return than smaller seed. The fanning mill for grading the seed and the smut pickling machine for getting it thoroughly clean, are indispensable parts of every farmer's equipment.

All practical farmers and agricultural authorities are of the opinion that precision is the essence of good sowing, and precision can only be obtained by correct mechanical means. The quantity of seed sown, and the depth of covering, are important factors. In the dealer's stock, no machine comes second in importance to the grain drill. In choosing a line of these machines, the dealer should investigate thoroughly the types best suited to his individual locality.

Broadcasting Condemned

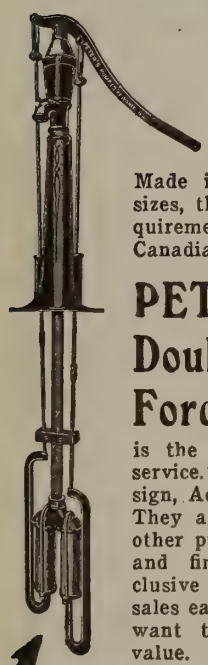
It may be taken for granted that the poorest drill is better than the best broadcaster. Wheat and oats should never be sown by hand. In sowing broadcast, no matter how good the seed bed, there will always be a certain amount of the seed that will fail to germinate, consequently extra seed is sown with a great deal of useless waste.

The operation of broadcasting either by hand or machine, may be followed by rains which eliminate the chance of harrowing and covering for several days. Uncovered grain, surface-exposed is bound to suffer impaired vitality. In drilling the work of sowing and covering is performed in one operation. The covering of a broadcast field by harrows or disks cannot be uniform. Some seed is covered too deeply; some is too thinly covered or is not covered at all. This uneven covering does not let the seed germinate uniformly, some plants appearing earlier than others, resulting in irregular maturity, uneven ripening, a mixture of plump and shrunken grains depleted in yield and defective in quality.

By the use of the efficient seed drill, the seed is planted evenly, and given the same covering if the seedbed is good. The grain germinates at the same time, comes up equally and gives each seed an even chance. Drilled grain ensures even planting, even germination, even ripening, with no green heads in the sheaf; therefore a better quality of grain.

Nearly all farm crops can be drilled. In addition to wheat,

PETER'S PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "comeback." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

TO INVESTORS

THOSE WHO, FROM TIME TO TIME, HAVE FUNDS REQUIRING INVESTMENT MAY PURCHASE AT PAR

DOMINION OF CANADA DEBENTURE STOCK

IN SUMS OF $500 OR ANY MULTIPLE THEREOF.

Principal repayable 1st October, 1919.

Interest payable half-yearly, 1st April and 1st October by cheque (free of exchange at any chartered Bank in Canada) at the rate of five per cent per annum from the date of purchase.

Holders of this stock will have the privilege of surrendering at par and accrued interest, as the equivalent of cash, in payment of any allotment made under any future war loan issue in Canada other than an issue of Treasury Bills or other like short date security.

Proceeds of this stock are for war purposes only.

A commission of one-quarter of one per cent will be allowed to recognized bond and stock brokers on allotments made in respect of applications for this stock which bear their stamp.

For application forms apply to the Deputy Minister of Finance, Ottawa.

DEPARTMENT OF FINANCE, OTTAWA,
OCTOBER 7th, 1916.

oats, barley, rye and flax, peas, beans, ensilage corn, millet, alfalfa, sorghum and so on, may be handled satisfactorily. Old pastures may be renewed by drilling clover in sod after rain, a single disk drill being used. Commercial fertilizer is also sown by combined drills in required quantities.

Locality Regulates Choice

Soil conditions are not uniform. Many types of drills are necessary to cover demands for different localities. For opening the seed trenches, we have a great variety of hoes, shoes, single disks, double disks, and so on. A drill for sowing southern oats would be useless in Saskatchewan. Measuring devices for seed vary in their design, range and possibilities, different sections favoring different types.

The time to plant the seed varies with the locality, and the amount of seed to be planted per acre depends upon the fertility of the soil, the condition of the seedbed, the seed and the environment.

In the various grain-feed devices in the seed drills sold are the result of years of patient and exhaustive work. The feed is the heart of the drill, and must be exceedingly accurate. The hoes, shoes, type of disk, and so on, are made to meet special requirements and the dealer can always get the type best suited to his territorial needs.

In addition to sowing the ordinary grains, the vast majority of drills will handle beets, beans, peas, etc. All drills and seeders are arranged to take special small hoppers for close sowing of alfalfa, alsike, timothy, etc. Fertilizer or combined grain and fertilizer drills are equipped with large double compartment hoppers for distributing the various kinds of commercial fertilizer.

With a good drill with a grass-seed attachment, the farmer may sow grain only, grain and grass-seed, grain and fertilizer, grass-seed only, grass-seed and fertilizer or fertilizer. A good seed drill is for him a practical, efficient, mechanical means of sowing seed; it is the most valuable insurance he can possibly obtain.

Important Features

Where dry climate necessitates the seed being planted in firm ground in order to hold the moisture, many good drills are procurable. The weight must be adjustable to meet the requirements. Perfect balance in the drill is essential, and the pressure on all disks should be equal. The furrow opener should be of good design, and its bearings and connections should be durable and long wearing. The frame of the drill should be of a non-sagging type and the gearing should be positive so as to insure uniform seedbeds.

Wide adjustability to meet varying conditions is an important feature in the drill, while it is preferable to have a design where one-half can be used at will. The bearings and wheels are of the utmost importance, for light draft is a feature that usually appeals to the farmer. Still, light draft without strength and durability in the machine is a poor type of drill to offer your trade. The disks should have a smooth, even surface and a keen cutting edge. The design to keep the disks in the correct position is an important factor. The seed should be protected until it reaches the bottom of the furrow, and at a point where the furrow is wide open. The shoe furrow opener may vary in design, but it should have a good adjustability.

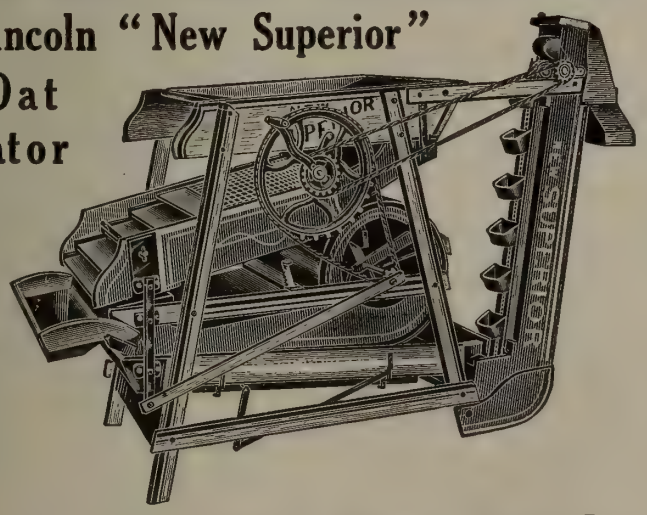
Whatever the type of drill, it should have an adjustable force feed, providing an even discharge without any bunching. Easy regulation for the quantity of seed sown is a good selling feature. In weedy or trashy land, some drills will be found more efficient than others, but as a line the dealer has no implement that carries with it so many strong selling points as a well-made and efficient drill. As an implement the success or failure of the customer's crop largely depends upon the type of drill he uses.

Britain's Economic Position

During the two years of war, 1915-16, the trade volume of the United Kingdom reached the stupendous total of approximately $14,419,120,000, or over $658,335,000 in excess of the last two years of peace, 1912-13. In comparison to this the German Imperial Chancellor, with unwonted veracity for a Teuton, admitted in the Reichstag that since 1914 Germany had lost in foreign trade about $5,750,000,000. This means that in spite of so large a drain of her manhood for war services, in spite of submarine warfare, in spite of high freights and scarcity of shipping, Great Britain has increased her trade total by an enormous sum. This places the relative economic position of the two countries in a nutshell, and fully answers "cold-feet" economists!

KING OF WILD OAT SEPARATORS

The Lincoln "New Superior" Wild Oat Separator



With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

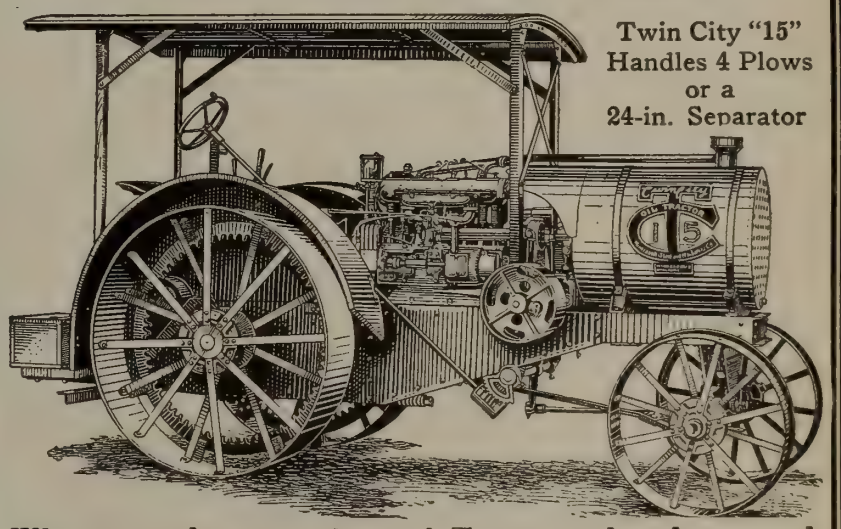
Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

TWIN CITY OIL TRACTORS

"A SIZE FOR EVERY FARM"



Twin City "15" Handles 4 Plows or a 24-in. Separator

Why not take on a line of Tractors that has stood EVERY TEST OF SERVICE?

All sizes burn Kerosene, Distillate and Gasoline.

Built in Four Sizes:

Twin City "60"
Twin City "40"
Twin City "25"
Twin City "15"

The Dealer can handle the Twin City line with PRIDE and PROFIT. The largest of them are the most powerful tractors built; the smallest are the most perfect small tractors produced—and as small as the average farmer should buy.

LET US SHOW YOU OUR DEALER'S CONTRACT

Minneapolis Steel & Machinery Co. of Canada, Limited

923 LOGAN AVENUE WEST WINNIPEG

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

R. & Co., Sask.—The Kingman Plow Co. went out of business some years ago, the plant being sold to the Avery Co. of Peoria, Ill. That concern does not handle Kingman repairs, but these might be obtained from the M. & K. Brokerage Co., Kansas City, Mo.

C. E. G., Alta.—Following are the leading specifications of the "Bates Steel Mule" tractor: Rated at 13 h.p. draw-bar, 30 h.p. belt; pull, 3,300 lbs.; engine, 4 cyl., 4 x 6 in.; two speeds, 2¼ and 3½ miles per hour; the caterpillar driving track, 42 x 15-inch face. Uses kerosene with Erd make engine; radiator cooled; Bennett carburetor and air cleaner; ignition; Dixie magneto; shipping weight, 6,000 lbs.

J. H., Sask.—The Canada Carriage Co., 156 Princess street, sell a full line of auto trailers. Communicate with them.

J. S., Sask.—For information regarding well drilling machinery you should write the American Well Works, Welland, Ontario.

F. W. B., Alta.—New pitman for the windmill mentioned can be obtained from the Dempster Mill Mfg. Co., Beatrice, Neb.

A. G. & Co., Man.—Bowser gasoline pumps and tanks are manufactured by S. F. Bowser & Co., Fort Wayne, Ind.

D. R. S., Sask.—For repairs for "Iron Age" cultivators, write the Bateman-Wilkinson Co., Toronto, Ont.

B. & Co., Man.—Repairs for this sulky plow can be obtained from the Fuller & Johnson Co., Madison, Wis.

F. J. & Son, Sask.—We cannot locate repairs for this engine made by the old Fairbanks Company. You might write regarding an igniter and rings to the Fairbanks Company, 416 Broome Street, New York, N.Y.

"Stump Jump" Plows

A type of plow peculiar to Australia is reported by a U.S. Government agent in that country. Practically all the areas open to cultivation in Australia are heavily wooded. The dearth and cost of labor preclude the clearing of the stumps and roots on the land, consequently a special plow is used, known as the "stump-jump." This is so constructed that it will roll over stumps and other obstructions. This plow was designed by an Australian, and is found only in the Commonwealth.

In breaking new land preference is given to this plow, which is of both moldboard and disc types, as it will cut many roots that an ordinary moldboard plow will not touch. It is also said to turn the soil better than a moldboard plow, even on open land. The prices quoted for these plows in Australia are: 3-furrow, $175; 4-furrow, $200; 6-furrow, $265; 8-furrow, $350.

Avery Catalogs

The line of catalogs covering the Avery Line for 1917 is very attractive. The general catalog, illustrating and describing the full line of tractors, power plows, threshing machines, trucks and motor cultivators comprises some eighty pages, and is very finely arranged, while the illustrations are clear-cut and distinct. Further booklets cover the Avery Tractor as applied to road making; the new Avery 5-10 h.p. tractor; the Avery supply catalog and the Avery motor cultivator for corn cultivation. We believe that interested dealers can procure these catalogs by writing the Canadian Avery Co., at Winnipeg or Regina.

N.G.E.A. Convention

The National Gas Engine Association, comprising all the leading manufacturers of steam and gasoline engines in the United States, will hold its tenth annual meeting in the Hotel Sherman, Chicago, on June 5, 6 and 7, 1917. H. R. Brate, secy., Lakemont, N.Y., is now busy arranging the program.

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

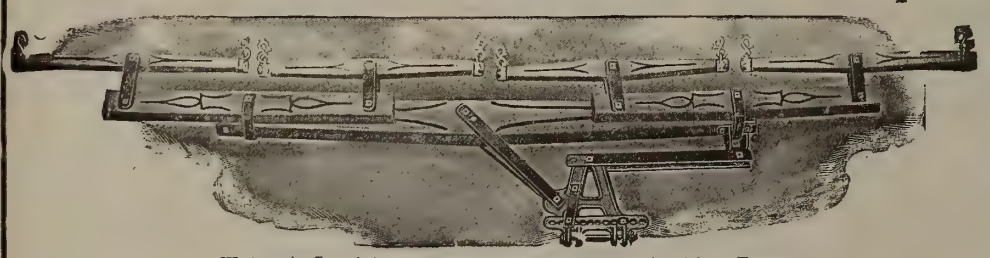
Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:
Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.

Plow Eveners and Wagon Sets

Often Imitated—But Never Equalled



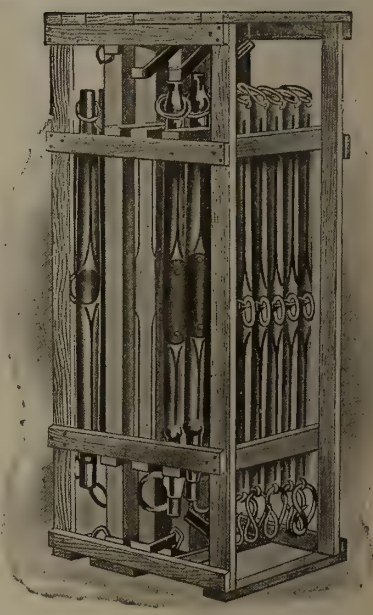
Watson's Special 4-horse Gang, Sulky and Disc Plow Evener

The Watson special 4-horse plow evener, as illustrated, works four horses abreast on gang, sulky or disc plow. One horse in furrow, three on unplowed ground. Perfect equalization of draft. We also supply 3, 5 and 6-horse Plow Eveners, and 3-horse Wagon Eveners. Our Eveners are made by expert workmen and of the best seasoned material. Fully guaranteed. You cannot sell better. Lay in your stock —NOW.

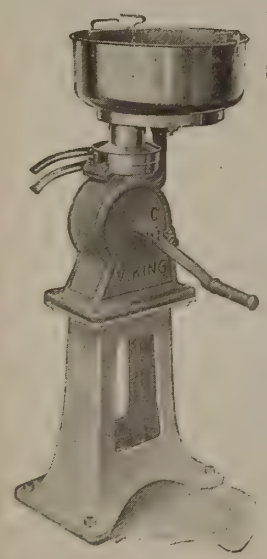
WATSON'S EVENERS have been on the market for years. Farmers everywhere know their qualities for wear and service. Let your customers have the best by handling Watson goods.

SIX WAGON SETS

Hickory wagon sets complete. Painted red and varnished. Shipped in strong crate, cannot be damaged in transit. All orders for six sets shipped as shown. Each set comprises: One doubletree, two singletrees and one neckyoke. Weight complete, 225 lbs. Doubletrees, 2 x 4 x 48 long; singletrees, 2⅝ x 36; neckyoke, 2⅝ x 40 or 48 inches.



Get the Agency for the VIKING



Sells at a reasonable price, and in competition with any separator sold. Skims down to a fraction of 1 per cent; easy running; equal in material, construction and efficiency to any cream separator on the market. Over 2,000 live dealers are finding the VIKING agency profitable. Write at once if you want territory.

TO REMIND YOU

WE CARRY A COMPLETE STOCK OF REPAIRS IN OUR WAREHOUSE for:

Moline Plows
(Best Ever, Good Enough, Etc.)
Moline Disk Harrows
(Economy)
Moline Engine Gangs
Monitor Drills
Mandt Wagons and Farm Trucks
Manure Spreaders
(National and Mandt)
Adriance Binders, Mowers and Rakes
Janesville Plows
Disc Harrows, etc.

THE WATSON LINE OF QUALITY GOODS:

1½ H.P. Engines
Pulverizers
Whiffletrees
Root Pulpers
Bevel Jacks
Push Carts
Horse Powers
Hand and Power Washing Machines
Wood and Pole Saws
Barrel Skids
Boss Wood Harrows
Light Delivery Sleighs
Boss Steel Harrows
Feed Cutters (seven styles)
Harrow Carts
Farm and Bush Sleighs
Wheel Barrows
Channel Steel Harrows
Roller Crushers
Warehouse Trucks
Grain Grinders
Pump Jacks
"Viking" Cream Separators

John Watson Mfg. Co. LIMITED.

311 CHAMBERS STREET, WINNIPEG

"THE TRAILER WAY MAKES AUTOS PAY"

"BALL" AND "SOCKET" HITCH

SIMPLEX SHORT-TURN TRAILERS

FIVE MODELS—Capacities from 1000 to 2000 lbs.

Gives the owner all the advantages of a motor truck at very low cost. Only add about one cent to every twenty miles fuel cost for the car. The SHORT-TURN equipment is a SIMPLEX specialty. Makes the Trailer safe and efficient. Both axles are coupled by the reach construction on top, and the short-turn mechanism underneath. The SIMPLEX tracks perfectly. Quick-shift "Ball" and "Socket" Hitch. Solid or Pneumatic Tires. Special frictionless bearings. Side and end springs. The most serviceable and durable Trailer you can sell.

"McLaughlin" Carriages and Sleighs, and "Simplex" Trailers Ensure the Dealer Big Business and Good Profits

McLaughlin CARRIAGES
BROCKVILLE CANADA

"One Grade Only, and that The Best"

They all Want a Simplex—Farmers, Stock Raisers, Dairymen, Merchants, Tradesmen, Liverymen

Catch the Business---Both Ways!

Handle the famous "McLAUGHLIN" Line of Vehicles, the highest-grade sold, that gets the Dealer the cream of the vehicle business in his territory.
Cash in on the popularity of the Automobile by selling "Simplex" Short-Turn Trailers—the best built Auto Trailer on the market.

Full Particulars, Prices and Agency Offer are Yours for the asking

The Canada Carriage Company, Limited

156 PRINCESS STREET, WINNIPEG, MANITOBA

STOCKS CARRIED AT **Winnipeg Saskatoon Moose Jaw Calgary Edmonton**

SALES OF McCORMICK TILLAGE IMPLEMENTS

Show that more and more Farmers know the Value of good Seed Beds

MORE and more farmers are learning to follow the authority on crops and soils who says, "Give me average seed and a good seed bed, and I'll grow a far better crop than the man who has the best seed and carelessly prepares his ground." Remind customers that in a good seed bed the soil at the furrow bottom is mellow and compact; the top soil is pulverized and free of clods and air spaces; and sell them **McCORMICK** tillage tools to use when they disk before plowing, disk again after plowing, or use a spring-tooth harrow and then crush the lumps and smooth with a peg-tooth harrow.

The farmers on your territory want the **best** in tillage implements. Let them know that the best means **International Harvester** tillage implements. Write to the nearest branch house for a real tillage tool contract---NOW.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

BRANCH HOUSES

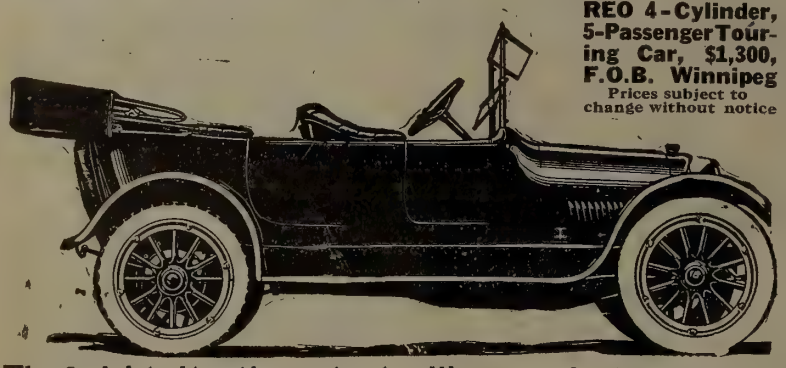
WEST: Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; N. Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST: Hamilton, Ont., London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

Dealers: You have Prospects for these Cars in Your Territory

Have you missed Sales because you couldn't show them the Fastest, Snappiest, Cleanest-cut Cars on the Market?

GRAY-DORT REO PEERLESS



REO 4-Cylinder, 5-Passenger Touring Car, $1,300, F.O.B. Winnipeg
Prices subject to change without notice

The freight situation gets steadily worse instead of better. Car shortage is so serious that orders must be placed NOW to ensure delivery. Dealers who do not order their cars AT ONCE stand to lose money—and disappoint their Customers.

SOME GOOD TERRITORY STILL OPEN FOR LIVE AGENTS.
IF YOU ARE NOT LINED UP FOR 1917, WRITE TO-DAY

Joseph Maw & Co., Limited

Factory Representatives

112-118 King Street Winnipeg, Man.

The New Improved BULL DOG Smut Cleaner

The Only Smut Machine that successfully treats Oats and Barley.

- Strongly Built
- Extra Long Carrier
- Wastes no Liquid
- Large, Low Feed Box
- Patented Device for Treating Oats and Barley

Built for Hand or Power

Dealers: Place Your Orders at Once!

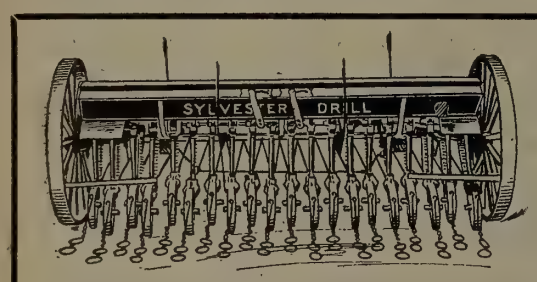
The Bull Dog Smut Cleaner has exclusive features found in no other pickling machine. It will separate and float out smut balls, wild oats, king heads or crow foot. Special feeder device ensures immersion of oats, barley or any grain that will not sink. Has double paddle skimmer and large non-rusting tank. Very easily driven. Power attachment furnished if desired. Fully guaranteed. Get one on your floor and watch the Bull Dogs sell themselves.

Specialists in Grain Cleaning and Grading Machinery

TWIN CITY SEPARATOR CO., LIMITED

Off Logan Ave. on Quelch Street Winnipeg, Man.

Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta



Rear View "Sylvester" 20 Double Disc Drill

THE DRILL THAT IS DIFFERENT!

"SYLVESTER" DRILLS GIVE GREATER YIELDS

The Grain is Delivered in FRONT of the Axle—and on the downward turn of Disc. The result is even distribution of seed at uniform depth—and perfect covering. Double and Single Disc or Shoe.

SIZES: 14, 16, 18, 20 and 22 DISCS. SECURE YOUR TERRITORY—AT ONCE!

"WINNER" FANNING MILLS

Made in Three Sizes: 24, 32 and 40 inch. Capacities 30 to 80 bus.

For Durability, Capacity and Efficiency in doing the work no mill made compares with "Winner" Separators and Cleaners. We guarantee them to have double the capacity of any other mill, and to do 75 per cent better work on all seeds and grain. Get the Agency.

WHAT OUR LINE OFFERS THE DEALER

Tudhope-Anderson Goods are backed by years of Reputation for Value and Satisfaction. You can handle no better. Our 1917 Contract is now ready, and it affords the dealer a big money-making opportunity. Our Line includes:

Riding and Walking Plows, Disc and Tooth Harrows, Harrow Carts, Pulverizers, Haying Machinery, Gas Engines, Grinders, Smut Cleaners, Fanning Mills, Grain Drills, Manure Spreaders, Cultivators, Wagons and Trucks.

TUDHOPE-ANDERSON CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 4 WINNIPEG, CANADA, APRIL, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

UNION BANK OF CANADA

LOANS for LIVESTOCK

THE UNION BANK OF CANADA is prepared to make loans to good farmers on reasonable terms, to purchase cattle for feeding or breeding purposes.

It is in the best interests of farmers to increase their herds.

Consult the Local Manager for particulars.

Paid Up Capital - - - $5,000,000.00
Deposits Over - - - $85,000,000.00
Total Assets Exceed - - $109,000,000.00

THE PIONEER BANK of WESTERN CANADA

HAIL FIRE LIVE STOCK

INSURANCE

CARSON & WILLIAMS, BROS., LIMITED

720-726 Union Bank Building Winnipeg

PHONES (Private Exchange) MAIN 6112-3

REPRESENTING

THE LONDON MUTUAL FIRE INSURANCE CO.
THE MILLER'S NATIONAL INSURANCE CO.
THE CANADA HAIL INSURANCE CO.
THE GENERAL ANIMALS' INSURANCE CO.

APPLICATIONS FOR AGENCIES INVITED

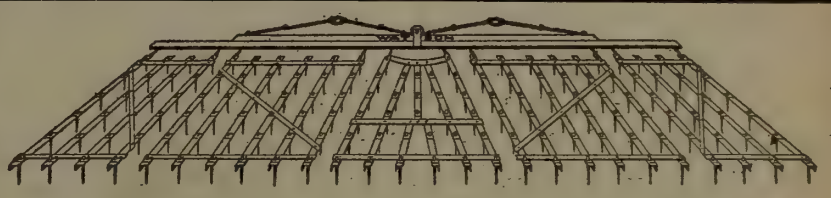
Complete Repair Stocks Carried for

MOLINE IMPLEMENTS

We can supply dealers, on the shortest notice, with repairs for:

Moline Plows (Best Ever, Good Enough, etc.)
Moline Disc Harrows (Economy)
Moline Engine Gangs
Monitor Drills
Mandt Wagons and Farm Trucks
Manure Spreaders (National and Mandt)
Adriance Binders, Mowers and Rakes
ALSO
Janesville Plows, Disc Harrows, etc.
Viking Cream Separators

ASK FOR FULL PARTICULARS OF THE WATSON LINE



WATSON'S STEEL AND WOOD HARROWS

Our Steel Harrows have angle steel tooth bars, channel steel cross bars. Dagger shaped teeth, held individually by steel wedges. Fitted with pulley hitch evener. Sizes: 17 and 24 foot cut. Wood harrows of seasoned hardwood. Each tooth held securely by two rivets. Can't loosen in bars. Sizes: 14, 17 and 24 feet. The best harrows made, reasonable in price.

Control the Harrow Trade in your territory this year by selling Watson's Harrows.

John Watson Mfg. Co. LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

In Both Town and Country

You Have Lady Prospects who want to buy

"DOMINION" Sewing Machines

Repairs and Accessories for all makes of Sewing Machines

Exclusive features in design, action and operation appeal to every woman. High balance wheel; automatic lift. Beautifully finished woodwork. Wide range of types.

DEALERS—Ask for our large Free Catalog showing machines in natural colors. Get full particulars. Someone will sell "Dominions" in your town with profit. Why not you?

The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG

WHY NOT USE HORSE SENSE?

Not a Horse or a Mule in Western Canada (if he could talk) but would tell you that he could do 25% more work if you would clothe him comfortably with "Horse Shoe Brand" Collars, Harness or Saddles.

Sold only by legitimate and honourable dealers all over Western Canada, and Manufactured in Western Canada only by

THE GREAT WEST SADDLERY COMPANY

At WINNIPEG, CALGARY, EDMONTON, REGINA and SASKATOON.

SEND FOR CATALOGUE AND PRICE LIST TO DEALERS ONLY

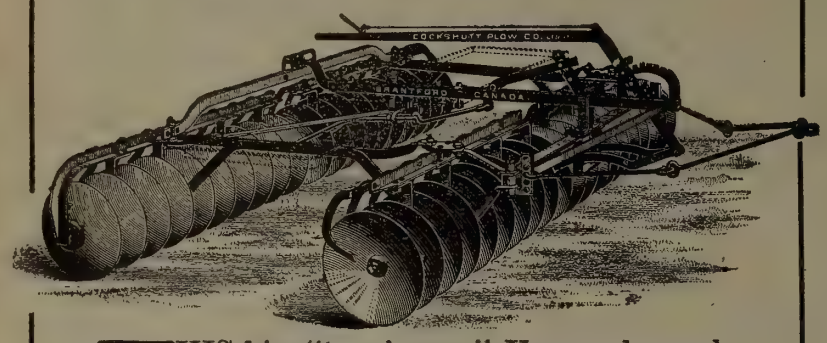
SIDE LINES:

We sell wholesale, to the dealers only, Mitts, Gloves, Moccasins, Automobile Tires, Spark Plugs and Auto Accessories, etc., etc.

COCKSHUTT

COCKSHUTT
Double Disc Harrow

For the man who has the power it makes the best and quickest seed bed



THIS big, "two-in-one" Harrow has only to be seen to be appreciated.

The front Disc sections are Out-throw, the rear sections In-throw.

A flexible platform goes between the two sections and extra weight can be carried if needed.

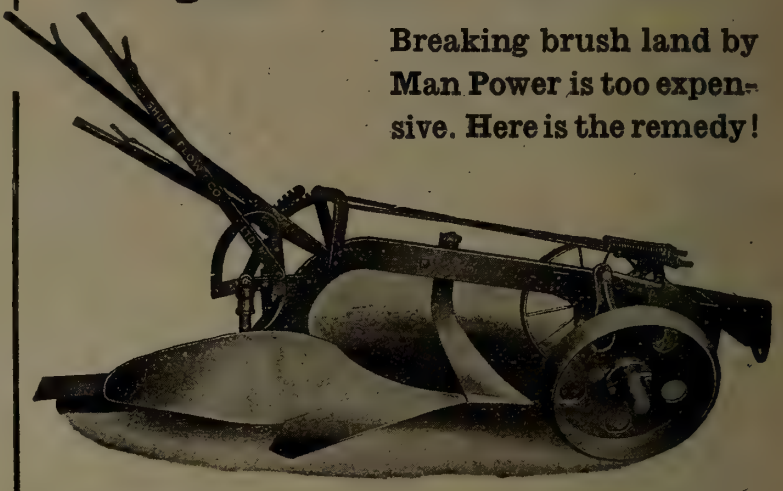
One easily-handled lever controls the cutting angle of the Disc sections.

Discs run on square axles so every one must cut. Frames are very substantial, bearings are accurately fitted and each is supplied direct with oil from its own cup. Properly located scrapers keep the blades clean.

The Out and In-throwing disc sections give better results than two separate discings, in **half** the time and with **half** the labor.

COCKSHUTT
Engine Scrub Breaker

Breaking brush land by Man Power is too expensive. Here is the remedy!



THERE'S a sale ready made for you when that customer of yours, who has brush land to turn under, sees this Cockshutt Scrub Breaker.

It's bigness and strength don't get justice from this cut. Send to-day for our latest folder and get the full description.

"Anywhere the tractor can go"—the Cockshutt Engine Scrub Breaker will follow and turn over saplings, brush, small stumps, etc. Turns a furrow 24 inches wide.

No handles necessary. Substantial levers and a shoe control its operation. Every feature about it spells STRENGTH and long hard service.

WHY THE COCKSHUTT "FULL LINE" IS PROFITABLE TO HANDLE

The Cockshutt line stands for Quality—yes, and a good deal more. It stands for Service, too! Service to the Dealer, because of its completeness and because of the ever-present forces of Advertising, Reputation and Durability that are constantly pushing Cockshutt implements out into the fields. If you are the Right Dealer you need these goods.

COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

Distributing Points: RED DEER LETHBRIDGE EDMONTON BRANDON PORTAGE LA PRAIRIE

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 4 WINNIPEG. CANADA, APRIL, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

WHY FRANCE WILL REQUIRE POWER-FARMING MACHINERY

BEST FARM AREAS RUINED BY WAR

In these days we hear a great deal regarding the necessity for plot cultivation in Canada, but the work done by France in this connection is astounding. Essentially a country of intensive cultivation, there are all over France depots in the interior where men in military training are employed during their spare time in agricultural work. Convalescent sick and wounded are hastened toward recovery by the exercise of garden and plot cultivation, carefully graduated to their strength, under expert medical supervision. Such work hastens the men's recovery and at the same time produces food for themselves and their compatriots in the trenches. Further, this acts as a school of instruction in agriculture, which will be of great value when the war is over.

This process of garden cultivation is also very beneficial to the large civilian and military non-eligible population, both male and female, which have been evicted by the war from the territory held by the Germans in Northern France, which, be it said, is being reduced in area daily by the ceaseless pressure of the armies of the Allies.

Of Value to the Nation

The effect of such "garden agriculture" is impossible to estimate. Thousands of men have been ruined as military units, but not as industrial units. The natural tendency is for such men to settle down idly, living on the small pensions the government can pay. Such a step the authorities in France know will lead to industrial and moral deterioration. Better far for them to become interested in highly productive agriculture, able to earn their livelihood when the war ends, able to increase the nation's food supply and decrease the national pension burden.

Even now the financial importance of this work is amazing. Since the fall of 1914, no less than 3,622 "kitchen gardens" have been established in the interior districts of France, and these are now producing an actual revenue of more than thirteen million francs, or about $2,500,000.

In some areas the breeding of rabbits and pigs has been carried on to a remarkable degree. One military commander and his men produced from a six acre tract a total revenue of 20,000 francs or about $4,000. There is a lesson for us in this country where some men cannot make an eighty acre farm pay.

In France, as in the United Kingdom and Canada, there is a distinct movement to try to get men to settle on the land after the war. It is seen that industrial stagnation will follow a rush to the already crowded cities.

Tractors Demonstrated at French Government Experimental Station near Paris

War Breeds Mechanics

One feature in this war which will have a direct bearing on the future of the farmers in France is that it has been a war of mechanics. The men at the front have been daily brought into intimate touch with the power of machinery. Their rifles are machines, their machine guns are machines, their heavy and light artillery are machines. Above them fly the countless aeroplanes of the Allies, while on every hand are seen motor trucks, motor wagons, motor ambulances, wheel and caterpillar tractors and so on. It has shown to the conscript as never before that this is the machine age.

Up to the outbreak of war, farming in France was largely manual. Machinery was held to be practicable only on the large farms. The small closely fenced farms of Normandy and Brittany, and the vineyards of the Midi, were laboriously farmed by hand labor.

But in the north, in the Aisne and Oise districts, there are larger farms. Following the war power farming will be used on these. Recently the French government held a great demonstration of tractors, and it is fully realized that the future agricultural prosperity of France lies largely upon tractor farming.

There will be no lack of skilled mechanics. The war has made the motor a familiar thing to countless French lads, has developed a veritable army of skilled chauffeurs. The man who could hustle a motor ambulance or motor truck along shell-shattered roads will need but little training to transform into a skilful tractor engineer. They will have acquired the love of machinery, and machinery will be a feature in their future on the farms of France.

Reconstruction Demands

Not unnaturally you may ask: "But what of work for these hordes of men when they return to civilian employment?" What did war mean to Northern France? The writer has before him data furnished by the French government which shows that at the end of 1916 the habitations of more than 35,000,000 people were damaged or destroyed. Highways were ruined, streets of cities torn to pieces, all public service systems, such as water, sewerage, gas and electric light have been destroyed — factories, dwellings, farms, everything will have to be replaced. All the damage has not been effected.

It is conservatively estimated by the French Government that 200,000,000 days of labor will be required for the reparation of the ruin following war. And the end is not yet. Step by step, as the Germans are driven back beyond the frontier of France, back through shattered Belgium, more villages, towns, and even cities will be destroyed by the invaders, or by the gunfire of the Allies. The laborers in this work of reconstruction will need every kind of tools and implements by the million—not by the shipload.

Farm Areas Ruined

Some of the best agricultural land in France has been turned literally to stone—that is, the soil has been blown away completely by the explosions of projectiles. It will be necessary for the state to buy vast tracts of this, expropriate them and turn them into forests which, in a century or two, may begin to give them new agricultural possibilities.

The loss of labor and the increase in the magnitude of the tasks to be performed will make it necessary to increase each individual's productive power.

Orders from France will cover practically every kind of machinery made, from agricultural implements to the smallest kind of tool, hardware and spinning machinery —necessary machinery to be used, in every industry in France—the amount of these purchases will no doubt run into the billions.

There will assuredly be work for millions of men in the reconstruction period in Northern France, and at the same time the agricultural production of the country must be kept up. French agriculture will improve, although already France stands fourth in production per acre of cultivated land. Canada stands very low in this scale of national production.

Size of French Farms

French farms may be divided into three classes: Plots ranging from 1 to 25 acres, farmed by the owner, or by the owner plus assistance. The second class is farms from 25 to 100 acres, and the war has affected three out of every eight such farms in France. On the first class farm motor ma-

chinery, tractors, would be of little use; in the second class tractors could be utilized on 80 per cent of the farms. The third class of French farms comprise 138,000 holdings, varying in extent from 100 to 1,200 acres. On these power farming can be introduced to the fullest degree.

It is estimated by the authorities that France will need at least for a start 25,000 tractors, and power outfits, each outfit including engine, plow, sets of shares and a set of harrows. And last year the entire tractor production of the United States and Canada was only about thirty to thirty-five thousand machines.

To every three power outfits, as outlined, a binder will be necessary. This alone gives some idea of the future needs of France as regards farm machinery.

In the war zone, in Northern France, there were 6¼ million acres of arable land. We said were, for an unknown area of this is now ruined for agricultural purposes. France has never been a large manufacturer of machinery. Out of a total of 125 machine manufacturing plants, 55 are in the invaded area; the rest are busy on war supplies. This means importation, and much, in fact, the majority, of the implements and machinery imported must come from the North American continent. To say that 25,000 tractors and other implements in proportion will be required, is to give only a very faint idea of what France will require when the war ends.

The women of France have done nobly in the war, and in the future they will do more—using imported machinery. Another great problem that will confront France will be the supply of fertilizer, for lack of shipping has deprived Europe of Chilian fertilizers. But, beyond that, the future France, emerging victorious and triumphant from the most hellish war in history, will require a supply of farm machinery that will tax the manufacturing industries of this continent to the uttermost. It will open a new era in the exportation of farm machinery and tools from this side of the Atlantic.

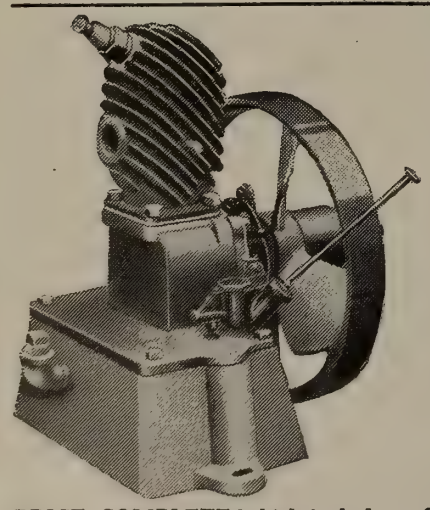
To Fight M.O. Houses

The retail merchants of Alberta will meet in convention in Calgary early in April. One of the chief subjects for discussion will be how to fight the Canadian mail-order houses and also United States direct selling concerns which sell to Alberta customers.

Here is What Your Customers Have Been Looking For!

THE SUPPLY WILL BE LIMITED

The One-Half and One Horse Maytag Multi-Motor Engines are Two-Cycle, Air-Cooled, and Eat Gasoline or Gas.



They Are Different From The Hired Hand—When Not At Work They Do Not Eat Anything.

This unique baby engine consists of only 29 parts, including all the bolts and screws — only 5 actual moving parts. There are no gears, cams or valves to cause trouble.

GUARANTEED IN EVERY DETAIL

PRICE COMPLETE, which includes a Set of Columbia Sealed Batteries, a Lemke Coil, and One Gallon of Maytag Multi-Motor Special Oil:

$35.00 For Half-Horse **$45.00** For One-Horse Size

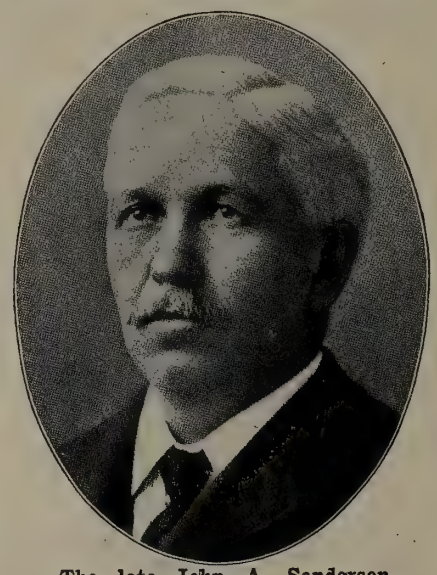
Write for Dealer's Discount

THE MAYTAG CO., LTD.

WINNIPEG MAN.

John Sanderson Dead

John A. Sanderson, president and general manager of the Adams Wagon Company, and a director of the Cockshutt Plow Co., passed away at his residence in Brantford, Ont., on the morning of March 14. He had returned from a business trip, during which he was stricken, and died at the age of 60. The personality of John Sanderson was known to every man connected with the Western



The late John A. Sanderson

Canadian implement trade. In this territory he was well known, for he had made more than fifty business trips to the West.

By all with whom he came in contact, the late Mr. Sanderson was esteemed as a man of sterling worth, possessed of keen business judgment and absolutely just and fair in all his dealings with his fellow men. John A. Sanderson was born in Brantford in June, 1856. He was educated in the city schools and then took a business course in an Ontario college. Early in his career he showed remarkable organizing and executive ability, so that at the age of thirty he became identified with the Adams Wagon Company, then located in Paris, Ont.

Under his care the business developed rapidly, until in 1900 it was moved to Brantford, where it grew to its present importance in the Canadian vehicle field. In 1900 Mr. Sanderson became president and general manager, a position he filled with striking ability until the day of his death. Deceased was a man of vast energy, as is evidenced by the enterprises with which he was connected.

He was, as well as head of the Adams organization, a director of the Cockshutt Plow Co., president of the Brantford Carriage Co., president of the Sanderson-Harold Co., a director of the Crown Electric and Brantford Roofing Companies, a vice-president of Stedman Bros., director of a printing company, and president of the Canadian Carriage Manufacturers' Association. He never ran for public office, but was a prominent church member, whose unostentatious benefactions were many.

The deceased gentleman is survived by his wife, two daughters, two sisters and five brothers. A fine citizen, a fond father, and an honest and upright business man, John Sanderson has passed to his reward, leaving behind him a record worthy of emulation by all connected with the implement and vehicle trade.

The Late Lieut. Harvey W. Cockshutt

Never the lotus closes, never the wild-fowl wake,
But a soul goes out on the East wind, that died for England's sake
Man and woman and suckling, mother and bride and maid—
For on the bones of the Empire the Empire's flag is stayed.

Harvey W. Cockshutt had all of life before him; the hope of the future, the ambition of youth, the love of life. But he saw his duty, saw that it lay, for the time at least, away from the desk and the endless details of business; that it lay over where the crash of guns and the shriek and whine of projectiles plays incessantly up and down that line of death and devastation that stretches from the sand dunes near Calais east and southeast to the pine studded heights of the lower Alps.

He was no adventurer of the twentieth century, had no impelling force of the wander lust. He was just a steady-going, hard-working and hard-thinking young business man, whose progressive ideas moved in grooves along the development of our great western prairies by the application of farm machinery.

"I don't want to go," he said, when he finally decided to don the khaki, "but I consider it my duty to go." Like many, so many, others, he saw his duty, and he fulfilled that duty, and in so doing, "died for England's sake."

Shortly after the war broke out, he joined the 4th C.M.R. Modern war has but little use for cavalry, and the regiment was transferred into an infantry unit. On June 2nd, 1916, that unit held a part of the line at Ypres, as the battle surged back and forth, the Huns driving in one of their sledge-hammer attacks at Ypres. For a time they held the Canadian firing trench, and the Canadians had to give ground temporarily. While leading his men in a counter attack Lieut. Cockshutt was wounded severely. His men bound up his wounds, and to afford him some measure of protection placed him in a shell hole and erected sandbags to give the stricken officer a place of refuge.

Over all raged the crash and tumult of the battle, the swaying back and forth of the attack and defence, and here the life of Lieut. Harvey Cockshutt ended. That was the last heard of him until about a month ago, although information was sought through every possible agency. Hospitals and prison camps were searched, and finally, through the U.S. Embassy, came the news that he was dead and that details of his last long home—a soldier's grave—would be forwarded. With that advice, the Canadian records now hold the name of Lieut H. W. Cockshutt as "presumed dead."

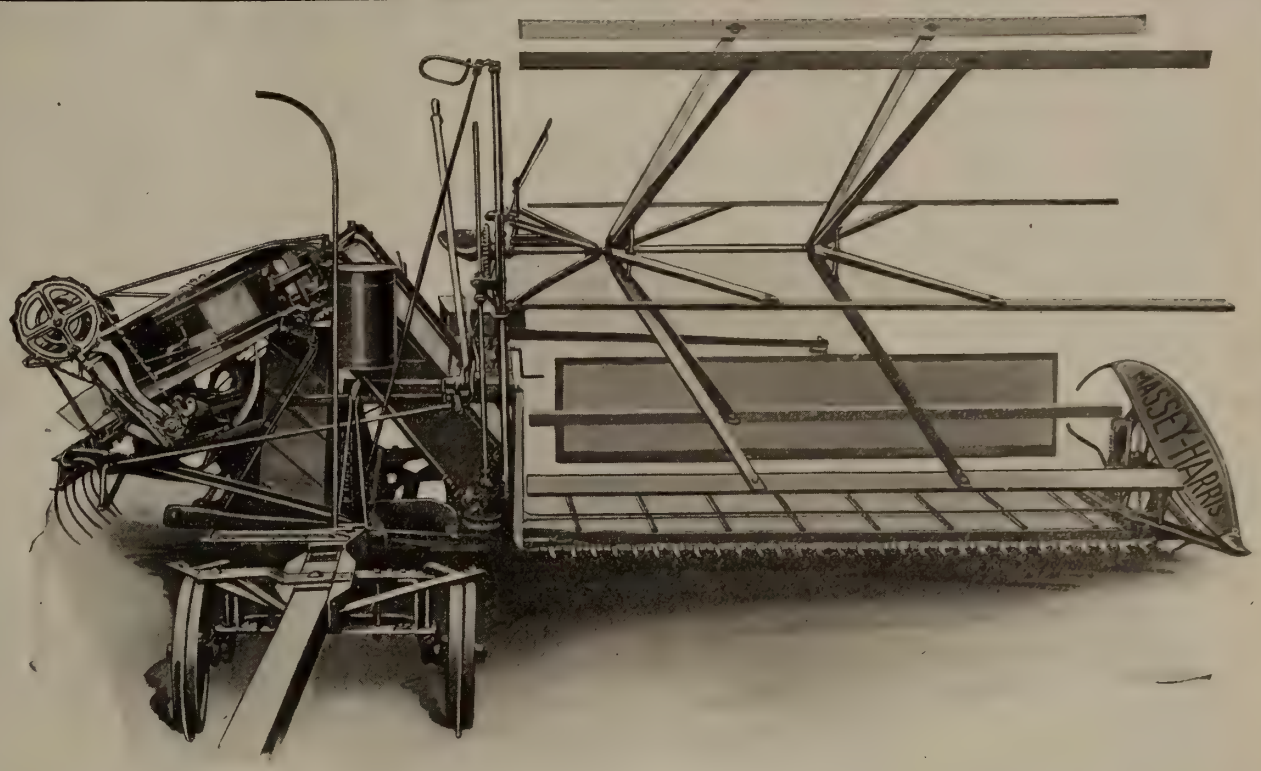
Lieut. Cockshutt was the only son of the founder of the Cockshutt Plow Co., the late J. G. Cockshutt, and was at the time of his death 33 years of age. He was educated at Brantford Schools, and later graduated with credit from the McGill University at Montreal. His education completed, he joined the staff of the Cockshutt Plow Co. in the headquarters at Brantford, Ontario. He was later transferred to the staffs of the branches of the company at Winnipeg and Regina, where he filled executive positions with marked ability. Again returning to Brantford, he was appointed a Foreign Sales Manager, in which position he travelled extensively, returning from a trip to Australia and around the world a month or two previously to the outbreak of the war. In 1913 he had been elected a director of the Cockshutt organization.

The late Lieut. Cockshutt is survived by his sorrowing mother in Brantford. He was unmarried, a member of the Presbyterian Church and the Masonic Order. Esteemed by all with whom he came in contact, he was democratic to the last degree—an ideal officer and loved by the men he lead. One of the finest types of younger Canada, he saw his duty—and went. Giving all that a soldier can, he sleeps in a soldier's grave somewhere over there, one of the deathless legion who have passed that the Empire might survive.

Sir Lyman Jones Improving

After a very critical illness in which his life was despaired of, Sir Lyman Melville Jones, head of the Massey-Harris organization, is, at latest reports, slowly recovering. Blood transfusion was necessary, but with his remarkable vitality Sir Lyman gradually came back from the brink of the grave.

Silence may indicate wisdom, but, Horace, there are some fools who say nothing.



The Massey-Harris Binder
With Auto Forecarriage

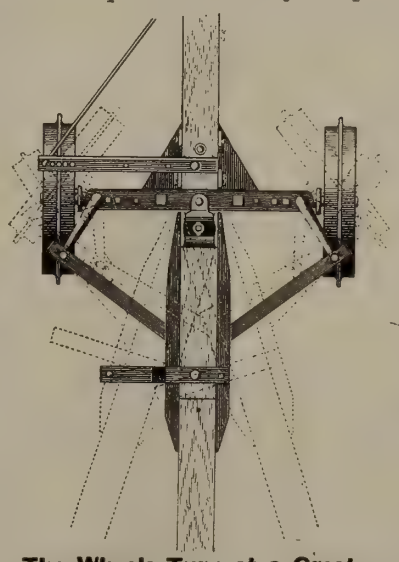
Turns a Square Corner

Because the wheels turn at a greater angle than the pole, the Binder turns a square corner easily with no crowding of the horses and no dragging or lifting of the wheels. Neither is there any twisting strain on the pole.

This Forecarriage not only makes it possible to turn a square corner easily, but this is accomplished without the horses trampling on the standing grain.

Substantial Construction

This Forecarriage is built almost entirely of steel and is braced and trussed in such manner as to give it ample strength to withstand any strain which may be placed upon it.



The Wheels Turn at a Greater Angle Than The Pole

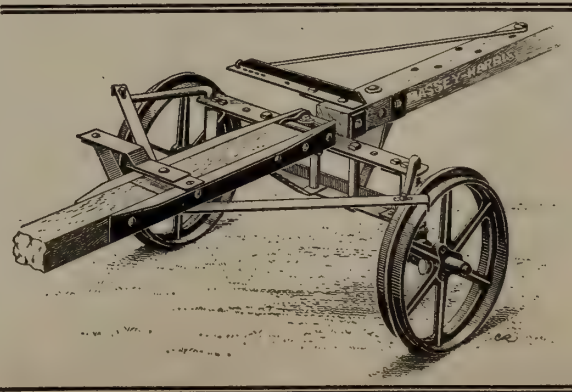
Self-Steering

If the platform of the Binder shows a tendency to pull back, the Forecarriage wheels are turned in the opposite direction, thus straightening the Binder back to position.

When necessary the wheels can be set to run slightly away from the grain, overcoming side draft and giving the horses plenty of room without being crowded into the grain.

Removable Bearings in Wheels

The wheels have removable hubs which can be easily and cheaply replaced, but as they are provided with screw cups for hard oil, they will wear almost indefinitely, and are strong enough to make breakages unlikely.



MASSEY-HARRIS CO.
LIMITED
HEAD OFFICES - - TORONTO

Branches at

MONTREAL MONCTON WINNIPEG REGINA
SASKATOON SWIFT CURRENT YORKTON
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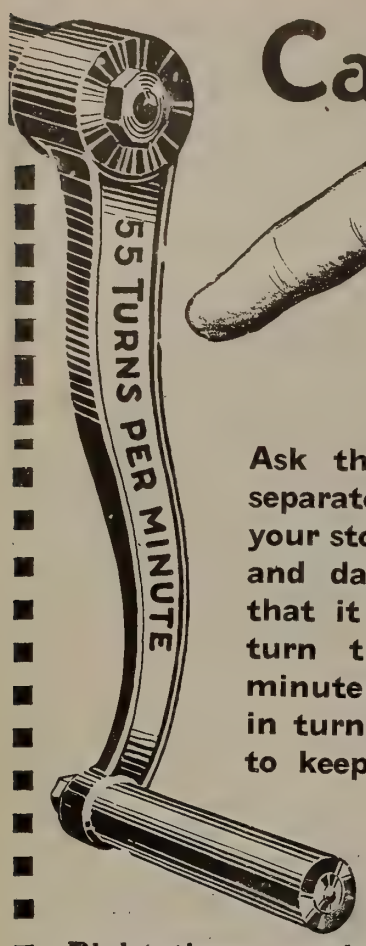


Can you do it? Every day?

Ask the above question of every separator prospect that comes into your store. Every fairminded farmer and dairyman will frankly admit that it is not humanly possible to turn the crank at 55 turns per minute ALL the time. He may start in turning at top speed, determined to keep it up. Yet, unconsciously, little by little, he slackens —and he PAYS THE PENALTY IN CREAM LOST.

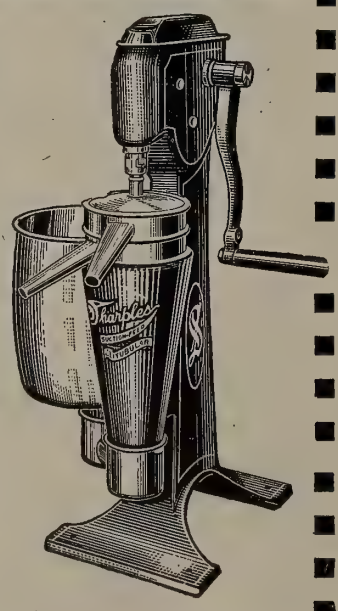
Right there you have the strongest argument that ever sold a cream separator — for the SHARPLES WILL SKIM ABSOLUTELY CLEAN, WHETHER TURNED FAST OR SLOW, true of no other separator.

SHARPLES
SUCTION-FEED CREAM SEPARATOR

—the ONLY separator that skims clean at widely-varying speeds
—the ONLY separator that delivers cream of unvarying thickness—all speeds
—the ONLY separator that skims quicker when you turn faster
—the ONLY separator with just ONE piece in the bowl—no discs, easiest to clean
—the ONLY separator with knee-low supply tank and once-a-month oiling

If any of the old-style fixed-feed separators would adopt a device for the purpose of notifying the operator when he is turning too slow, it would be an acknowledgment of the VAST SUPERIORITY of Sharples, which automatically PREVENTS losses from irregular turning, instead of simply announcing them.

SHARPLES BONUS OFFER TO DEALERS: Last year we paid out over $50,000 in bonuses to Sharples dealers, OUTSIDE OF REGULAR COMMISSIONS! Full information about our Bonus System will be promptly sent you—without obligation. Drop us a post card—to-day!



The Sharples Separator Co., Toronto, Canada

The Buckeye Machine Co., Calgary, Alta.
Distributors for British Columbia, Alberta and Saskatchewan

The Mitchell & McGregor Hdwe. Co. Brandon Man.
Distributors for Manitoba

S22

A Wonderful Invention

By Astolf Levin, Advertising Manager Sharples Separator Co.

Much has been said and written during the past few years as to the proper speed of the cream separator. Hardly any issue of trade and farm papers interested in dairying goes by without some advice about it. Experiment stations and scientists have studied the question from every possible angle and reported their findings.

Why all this commotion? Simply because it became apparent that unless a fixed-feed separator is turned at the exact speed stamped on the handle, it will not skim clean.

Loss Was Enormous

The Purdue Experiment Station Bulletin No. 116 shows the actual amounts of butter fat lost from slow turning. Seven to thirteen pounds of butter were lost annually per cow, due to carelessness in turning.

As a great number of scientific investigations proved that 19 out of every 20 operators turned their separators too slow most of the time it is easy to compute the total loss—the appalling loss of 80,000,000 pounds of butter yearly in America alone.

What is the reason for this loss? Carelessness, you might say. The mechanical reason, however, is a serious shortcoming in the construction of cream separators. They were built to operate efficiently at a certain speed, but human nature was not taken into consideration. No provision was made to effect the damage done when the separator was turned below speed.

What happens? As the milk flows into the bowl by gravity at a fixed rate of inflow, it was impossible for the separator to skim it all, when the separating force was reduced by slower turning. So some of the whole milk ran out through the skim milk spout and its butterfat was lost. Some of the whole milk went into the cream, because there was not sufficient centrifugal force to skim properly. This naturally made the cream very thin, and the thickness of it would vary according to the speed turned—never the same.

The Problem Confronted

So the trick was to invent a separator which took human nature and human carelessness into consideration. It was far from sufficient that a separator could skim clean when properly handled. It was vitally necessary that it would skim clean—even when turned irregularly.

—And the Solution

Some 18 months ago the patient and ingenious inventors in the Sharples Separator Company's engineering department found the solution. They produced the first "Suction-feed" Separator, which automatically sucks in just as much milk into the bowl as the centrifugal force could properly skim—and no more.

The Sharples Suction-feed Separator varies the feed in proportion with the centrifugal (separating) force. When the handle is turned fast, a great deal of separating force is created. The Sharples Suction-feed automatically increases the milk intake to the exact amount corresponding to the increased separating force.

Similarly, when the speed is reduced, the milk intake is immediately reduced correspondingly so that only enough milk is sucked in that can be perfectly skimmed.

Summing this up the Sharples Suction-feed Separator, as designed, skims equally clean at all practical speeds and delivers cream of an unchanging thickness, regardless of speed. The only effect of varying speed is a variation in capacity. This has a very practical aspect. If a Sharples is turned above speed, the capacity automatically increases so that separation is done much quicker.

Like all really great inventions the Suction-feed is extremely simple. Not a single piece is added to accomplish it.

The new Sharples basic patent covers any separator that will skim clean at all speeds. It covers the process of varying the feed in proportion to the centrifugal (separating) force. No one else can, for 17 years, make or sell such a separator.

An Indication of Milking Capacity

An experienced individual can usually form a fairly accurate idea of the milking capabilities of a cow by observing and handling the udder. As regards shape, the bag to avoid is the pendulous one, which hangs almost in the form of an infant's bottle. A cow with an udder of this description will not continue to give a good supply of milk long after calving, and often when fresh calved the flush is not great. A hanging udder that is broad across, extends forward, and is well filled up behind, provided it is not fleshy. The bag which denotes capability to remain in milk for a lengthened period is one that is broad, runs forward, stands out well behind, but scarcely hangs out of line with the belly when viewed from the side. The fleshy bag is most deceptive, and such cows have the appearance of being capable of producing large yields, but fail to fulfil expectations.

Saskatchewan Dealers' Association

The executive of the Saskatchewan Retail Implement Dealers' Association are contemplating a new step in the organization of the dealers in that province. It is thought that the large area covered by the association could be better taken care of by the formation of district organizations. In each division of the province, a branch association could be formed, each with a president, secretary-treasurer and directors, the branch officials to look after the dealers in the territory covered by the branch or district organization.

As a step toward this idea, a meeting was held recently at Colonsay, Sask. President W. J. M. Wright, Regina, gave an address on organization, while Secretary Geo. W. Matheson, of Craik, spoke at some length on the cost of doing business. A large number of implement dealers attended, every man joining the association. The dealers were agreeably surprised to find what the organization have already accomplished, and are in entire sympathy with its objective in attaining better conditions in the trade.

A local was organized, taking in the district from Jansen to Saskatoon, and from Imperial north. The officers elected for this branch were: Pres., H. Young, Elstow; secy., J. E. Roberts, Colonsay; directors, A. Langside, Plunkett; J. M. Block, Viscount; F. Horning, Simpson. When a larger branch is formed in this area a re-election will be held, if necessary. All the dealers who have signed up are boosters for organization, and they are working steadily for a still greater membership. Dealers who desire a branch started in their territory are advised to communicate with Pres. W. J. M. Wright, Regina, or Geo. W. Matheson, secy.-treas., Craik, Sask.

New Officials in De Laval Organization

E. W. Beach who has been in charge of the Chicago branch of the De Laval Separator Co. since 1893, and in the service of the company for more than 30 years, has been promoted to the position of second vice-president of the De Laval organization. He has been succeeded in the active Chicago management by John D. Hollowell, who until recently was general manager of the Mitchell Wagon Co., Racine, Wis.

Mr. Beach has made an enviable record in creating a remarkably efficient office and selling organization in the Chicago territory, and is understood to have always taken a leading part in shaping the general policies of the De Laval Co. His headquarters will remain in the Chicago offices. Mr. Hollowell was identified with the Winona Wagon Co., Winona, Minn., for some twenty years. From 1912 to 1914 he was sales manager of the wagon division of Deere & Co., Moline, and since June, 1914, has been general manager of the Mitchell Wagon Co. He is, by long experience and marked ability, exceptionally well qualified for the important position he now occupies.

Sell the Known Separator

Sales and profits are what you are after. The profits must come through the actual sale. Now, the best cream separator is never an unknown brand of cream separator. An unknown brand of cream separator may be a very good cream separator, but the farmer doesn't know it, and it will take a long time to show him. He doesn't understand the machine, or how to work it right. The machine loses efficiency because it is not handled intelligently. The user has not the confidence in it that he has in an advertised separator, and lack of confidence means fewer sales for the man selling the unknown line.

WHY HESITATE?

Scores of Dealers are Making Big Profits by Showing and Selling

The "VIOLA"

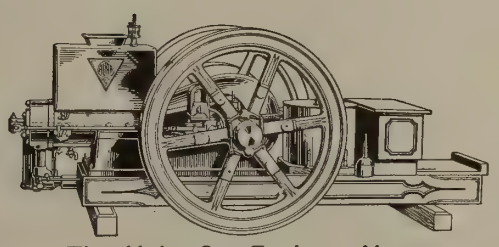
Equal in appearance, mechanism and tone to any $150 Machine. Sells at less than half the price

Write at once for full particulars of this marvellous Phonograph. Get the exclusive agency for your town. Bigger profit per sale than on a binder or plow—and easier sold. Exclusive Sales Agents:

DOMINION SEWING MACHINE COMPANY

80-82 Lombard Street, WINNIPEG

The World's Standard De Laval Separator



The Alpha Gas Engine. Always Ready to Work

A Complete Dairy Line

MADE IN CANADA

"THE WISE MAN SWEEPS WITH THE WIND"

THE best line of farm and dairy supplies to handle is the DE LAVAL line. It is the best advertised, is most favourably known, and gives the best service and satisfaction to the user.

You can sell more De Laval Separators, Alpha Gas Engines, Ideal Green Feed Silos and Alpha Dairy Supplies, and sell them more easily and with less expense, than you can any other line.

Perhaps you have already noticed that De Laval Agents are nearly always the most prosperous in their community. There must be a reason. Better investigate.

Complete line of catalogues and information as to territory, prices, etc., will gladly be furnished upon request.

THE DE LAVAL COMPANY, LIMITED. WINNIPEG MONTREAL VANCOUVER PETERBORO

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Gopher Poisons Analyzed

The majority of gopher poisons embody strychnine, either in the form of crystallized strychnine or strychnine sulphate. Analysis of these poisons prove that practically all that are sold are genuine and of good quality. The contents of these may be of interest to the dealer:

(a) As sold, a bottle of 3.61 fluid ounces of a greenish blue fluid, which is added to a gallon of water in which wheat is soaked. Analysis shows present in this poison 11.62 grains of crystallized strychnine sulphate per fluid ounce. Total in bottle, 41.95 grains of strychnine sulphate.

(b) Another sample, same size, contains 12.63 grains of crystallized strychnine per fluid ounce.

(c) Another sample, as directed to mix with one-half gallon of water contains 6.96 grains of strychnine per fluid ounce.

(d) A dry powder, light cream color, very like flour. Packet contains 10 ounces of powder and is sold at 75 cents per packet. Its analysis shows 1.368 per cent strychnine, equivalent to 1.74 per cent crystallized strychnine sulphate.

(e) A white powder, prepared in a one-ounce packet. Sells at 50 cents, and contains crystallized strychnine sulphate.

(f) A preparation of unground wheat, poisoned. Packet contains 25 ounces; price 50 cents. Analysis shows .311 per cent strychnine equal to .39 per cent crystallized strychnine sulphate.

(g) A dry pink powder, 6 ounces selling for 50 cents. Contains 1.046 per cent strychnine, equal to 1.33 per cent crystallized strychnine sulphate.

(h) A pinkish red powder, containing .913 per cent of strychnine, equivalent to 1.16 per cent crystallized strychnine sulphate.

Here, then, is the actual analysis of a few of the ordinary gopher poisons now sold in the Canadian West. Several preparations have been discarded by the farmer in favor of home-prepared bait, using strychnine or strychnine sulphate as the poison. The danger of all these compounds is obvious, for strychnine and strychnine sulphate are among the most deadly poisons. Great care is necessary that farm animals, children and others have not access to these poisons, which may, however, appeal to the suicidally inclined individual.

Like all poisons, strychnine has its uses. It is used, in very minute doses, possibly 1-60 grain, as a heart stimulant, but a small amount causes death with violent tetanic convulsions. It is an alkaloid prepared from the seeds of the "strychnos nux-vomica" tree, which grows in the East Indies. Since ordinary strychnine in crystallized form has a value of about $3.00 per ounce, it would seem that there is considerable profit in the preparation and sale of modern gopher poisons. There are 480 grains in an ounce, and 13 grains of strychnine is about the highest poison content in any gopher killer sold. There is evidently a "high cost of killing" in the business of gopher extermination.

Concerning Twine Prices

The announcement of binder twine prices is likely to be late this year, and, as regards price, it is hard indeed to hazard even a guess. About a month ago small quantities of binder twine were sold in Omaha at 19½ cents per pound, ten cents over the 1916 price.

Jobbers are not looking for business, and no intimation is yet given as to when prices will be published. It is generally felt that it will be much later than April 8th, the date on which prices were announced last year.

Some indication of what twine may cost can be arrived at by the prices announced on binder twine by the prison plants in the United States, the twine from which cannot enter Canada.

On March 1st the Minnesota state prison announced 13 cents for sisal and standard, 14 cents for 600 ft. manila, and 15 cents for pure manila, f.o.b. at prison. The Wisconsin prison plant quotes on two grades, 500 feet at 13 cents and 14 cents for 600 feet. Usual reductions on carload lots. The prices for Minnesota twine show an advance over the 1916 prices from this plant as follows: Sisal and standard, 4¼ cents; manila, 2½ cents; pure manila, 2½ cents. The quotations indicate that the Minnesota plant purchased the bulk of its sisal fibre at the lowest price quoted by the sisal monopoly on fibre sold for 1917 twine production.

If these prices indicate the lowest production cost in mills operated by convict labor, what will the price be from the legitimate twine manufacturers with their higher production costs?

Aspinwall Company Changes Name

The Aspinwall Manufacturing Co., of Jackson, Mich., well-known makers of potato machinery, who have been operating a Canadian factory in the city of Guelph, Ont., for the past eight years, in caring for the Dominion trade, have, owing to increased business in Canadian territory, incorporated under the Dominion laws.

The company will now be known as the Aspinwall Canadian Company, Limited.

Steady growth and expansion of the company's business made it absolutely necessary to take this step. The company state that prospects for the future were never better. At the present time the Aspinwall Canadian Company, Limited, has more factory space than will be required immediately, and it will handle two or three non-conflicting lines on a storage and transfer basis, and would like to correspond with anyone who might be interested in a proposition of this kind.

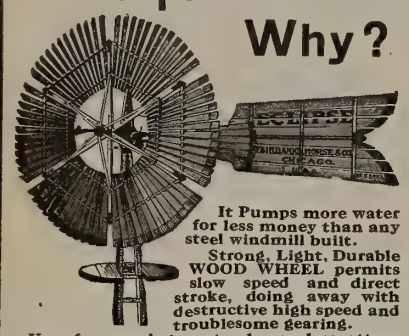
The Steel Company of Canada Prosperous

The Steel Company of Canada controls a score of plants in various parts of the Dominion, four in Montreal, three in Hamilton, two in Gananoque, and one each in a number of places. The earning statement for 1916 is understood to have been submitted recently, showing a surplus of about $3,200,000 available for the common stock, or earnings at the rate of about 28 to 30 per cent after all deductions except the four per cent declaration on the common at the end of last year. The total surplus of the company is now over six million dollars. As an effect of the war on the iron and steel business, it might be mentioned that in 1914 the company showed a deficit of $313,172.

Rumley Self-Starter

The Advance-Rumely Oil-pull tractor is now equipped with an automatic self-starter. The self-starter comes as a part of standard equipment, on type F and E oil pull engines. Compressed air is used and the construction and operation of the device are simple.

ALL RAILROADS USE
The 'Eclipse' Windmill
Why?



It Pumps more water for less money than any steel windmill built.
Strong, Light, Durable WOOD WHEEL permits slow speed and direct stroke, doing away with destructive high speed and troublesome gearing.
Very few wearing parts—hence less attention necessary.
DON'T SELL A WINDMILL UNTIL YOU KNOW MORE OF THE "ECLIPSE."
Write for Free Booklet
The Canadian Fairbanks-Morse Co., Limited
Saskatoon WINNIPEG Calgary

This extra capacity separator makes extra profit for you

First, because you turn your money over faster—make a larger percentage of profit on a smaller investment.
Second, because you give your customers more for their money—larger skimming capacity for every dollar they pay you.
Third, because your customers will be *satisfied* both with the service the Viking gives them and with the treatment they have had from you.
That's why the Viking is proving so popular among thinking dairy farmers. When they have thoroughly tried out a Viking they *know* they have got the biggest separator value in the market.

Get the Viking agency

And get the bulk of the good separator business in your territory. Both you and your customer will get *satisfaction* when you sell a Viking.
Only one agent in a vicinity. Someone is going to write us from your neighborhood. *Get your letter in first.* It won't obligate you to anything, and will give you an option on the Viking agency until you see our proposition. *Write today.*

SWEDISH SEPARATOR CO.
Dept. 21, 515 So. 5th Ave., CHICAGO
Large Stocks of Machines and Spare Parts carried at Montreal, Toronto and Winnipeg
Sales Agents: John Watson Manufacturing Co., Winnipeg
Bert Conway, Railway Street, Regina

VIKING CREAM SEPARATOR

Nuttall, Hart-Parr Manager at Portage

The Hart-Parr Co., of Charles City, Ia., have established their Portage la Prairie headquarters as a regular branch house. F. A. Nuttall was recently appointed manager of the Portage la Prairie branch, and from it will take care of Manitoba territory. Mr. Nuttall has had a very wide experience in the implement business in Western Canada and should be of the greatest value to the Hart-Parr organization in his new position.

For four years he was a member of the firm of Campbell and Nuttall, implement dealers at Pilot Mound. He then entered the organization of Manitoba Engines Ltd., Brandon, covering Saskatchewan territory for that company for six years, and then acting for two years as manager of the Saskatoon branch of the company. He next held the position of Western Canadian manager for the Renfrew Machinery Co., of Renfrew, Ont., which position he held until 1916, when he joined the Hart-Parr forces at Regina, under Mr. Clary, who is now succeeded by S. H. Ralston. In the beginning of the year Mr. Nuttall was appointed manager of the Portage la Prairie branch of the company. Thoroughly conversant with the implement business in all its phases, and with a concise knowledge of Western Canadian conditions and territory, we bespeak for Mr. Nuttall the goodwill of the trade throughout Manitoba.

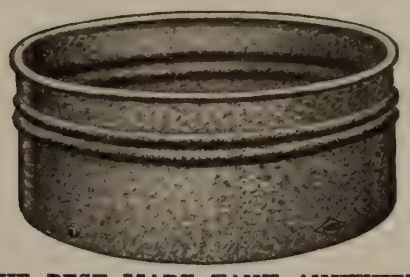
Regulating Engine Speed

Throttle regulation has been successfully applied to high speed engines, such as are used in automobiles and motorcycles, but it is difficult to regulate low-speed engines by means of a throttle, because of the irregular action of the carbureter, and the number of complicated variations set up by such a choking action. In practical terms; throttle regulation on a slow-speed engine tends to make the carbureter unreliable.

It is advisable that the low-speed engine should have the smallest carbureter possible, while it should have fairly large, warm manifolds in order to keep the carbureter working uniformly. Hit-and-miss regulation has been fairly successful with small slow-speed engines, especially where the ignition only is affected. Where the flow of the mixture is interrupted it is probably more satisfactory to govern the engine —particularly the single cylinder type—by means of electric hit-and-miss.

"EASTLAKE" TANKS "EASTLAKE"

It costs you nothing to secure the Agency



THE BEST MADE TANK ANYWHERE

Our beautifully illustrated Catalog "T" shows a complete range of tanks, every one of which has special features that make them superior to others, and therefore easier to sell.

You can sell them! GOOD Stock Tanks are always in demand and it's a line that takes up little of your time.

The Metallic Roofing Co., Limited

MANUFACTURERS—WINNIPEG, MAN.

You Cannot Handle a Better Individual Outfit than Cushman Light-Weight Combination Threshers

The 1917 Model

Tested and Tried in the Field---Leads in its Line

WE HAVE added many improvements to our 1917 model, and in simplicity of construction and operation, also in quality of materials and durability, we know that it stands alone in the combination thresher field. Low cost of repairs, absolutely uniform speed, smooth running, perfect balance, coupled with the ability to do good work under all conditions, mean absolute satisfaction to the purchasers of Cushman Combination Outfits. The frame of the 24x46 inch Separator is strongly and substantially built, and is braced to stand all stresses and strains. And behind all is the famous smooth-running Cushman Light-Weight Engine.

Every Outfit Equipped with the Famous Cushman 2-Cylinder, Light Weight Engine

BUILT IN THREE SIZES:

8 H.P. with Straw Carrier and Hand Feeder
15 H.P. with Straw Carrier and Hand Feeder
20 H.P. with Wind Stacker and Self Feeder

DEALERS! The 1916 demand for these outfits far exceeded the supply. Get your orders in at once so as to ensure delivery.

THE rigid, strongly braced frame is equipped with a sliding base for regulating the tension of the belt. Our system of bracing—together with the smooth-running, light-weight Cushman Engine—eliminates vibration. Separator is equipped with Automatic Grain Register when desired. Cylinder has 62 teeth; concaves and drums are of the best design. Revolving straw decks give perfect separation of grain from straw. The shoe used cleans grain so that it is ready to market. Our Elevator and Windstacker have exceptional features that ensure efficient work, while the Self-Feeder is automatically governed so that the Separator cannot be over-loaded.
Full particulars will be gladly given on request. Don't delay! Someone will handle Cushman Outfits in your Territory. The man who does will have a big, profitable business.

CUSHMAN DEALERS HAVE NO SLACK SEASON. **OUR AGENCY OFFER WILL INTEREST YOU**

CUSHMAN MOTOR WORKS OF CANADA, LIMITED

Dept. E. WHYTE AVENUE and VINE STREET, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres

General Increase in Freight Rates

Canadian railways have issued new tariffs providing for a general increase in freights from the East. It was generally accepted that the lake-rail tariff, so far as Western shippers was concerned, had been definitely settled by the freight rates decision given by the railway commission three years ago. Yet, with practically no notification increases become effective April 2 and 23, amounting in some cases to as much as 20 per cent.

G. E. Carpenter, secretary, Prairie Provinces branch, Canadian Manufacturers' Association, has now a copy of the freight tariff showing the advance in rates from Eastern Canada via lake and rail to Fort William and points west thereof. A recapitulation of the classes of goods used by the trade will show the effect of the change in rates.

The commodity and class are as follows: Hardware, 2nd; heavy hardware 3rd; carloads, 4th; hardware, 5th; general implements and farm wagons, 6th. Buggies take 4th class rates.

The increases announced are on the basis of 100 lbs. The advances are common to all zones west of Fort William, the increase in each class being identical on shipments from eastern points to Winnipeg, Regina, Moose Jaw, Medicine Hat, Calgary, Edmonton and Saskatoon. Rates on binder twine, stable fittings and iron commodities become effective April 2nd.

On the various classes affecting the trade, the advances per 100 pounds are:

Second class, 3 cents; third class, 3 cents; fourth class, 3 cents; fifth class, 2 cents; sixth class, 1 cent.

Binder twine freight rates advanced on April 2nd by 2½ cents per 100 pounds, or $7.50 on a 30,000 lbs. carload.

On a 24,000 lbs. carload of farm implements, the advance in freight will represent $2.40. Wagons, at 20,000 lbs. carload, $6.00. Buggies, at 15,000 lbs. carload, $4.50.

For wagons, vehicles and implements the new rates become effective on April 23. From these figures it will be seen that the increases in rates are general and affect the movement of practically all traffic from the East to the West via lake and rail routes. While no tariffs have yet been issued, Mr. Carpenter states that he understands it is the intention of the railways to increase rates via the all rail route by similar amounts to those given.

A meeting of the Canadian Manufacturers' Association, Winnipeg, and the shippers' section of the Board of Trade, have forwarded a vigorous protest against the new rates, pointing out that in every line large contracts have been made for the coming season's business, on the basis of the old rates. The advance accordingly will result in serious loss, which will be reflected in the price of the commodities. No notice was given shippers who were unable to protect themselves. The above bodies urged the Board of Railway Commissioners to suspend tariffs providing for increased rates until they have been justified by the railways to the satisfaction of the Commission or otherwise.

In the U.S. general advances in freight rates are being sought by all roads in every section of the country. Representatives of Western railroads in the U.S. indicate that they will ask for 15 per cent increase on all rates. The result of these advanced rates in both Canada and the U.S. will beyond doubt still further advance the cost of the lines handled by this trade.

Lowering the Cost of Doing Business

The idea may not have occurred to you that you can save in the cost of doing business. Basing the average successful implement dealer's investment in his business at a sum of $8,000, W. F. Arndt, in an address to a U.S. retail implement dealers' association, made some interesting observations.

With $8,000 of an actual investment in his business, and turning his capital three times a year, the dealer would have an annual volume of $24,000. Presupposing better terms in the trade, let us say that one-third of that volume is done on a cash basis or on short terms. That would be $8,000, leaving $16,000 worth of business, which he does on longer terms.

Now, we will say that the average time extended on this $16,000 worth of business is six months. If he gets note settlement drawing interest for all of these long time purchases, he will be getting interest for six months at the rate of 6 per cent per annum on $16,000. Six per cent for 6 months would be 3 per cent; 3 per cent of $16,000 is $480; $480 is exactly 6 per cent of his net investment in the business, $8,000, or it is 2 per cent of $24,000, his entire volume. In other words, this dealer who takes note settlements drawing interest gets by so doing 6 per cent of his net investment in the business, or reduces his cost of doing business by 2 per cent less than the dealer who does not take note settlemens drawing interest.

By getting good notes drawing interest, such a dealer can get the money for them either by discounting them or placing them as collateral. This, plus his own collections, enables him to take the discount on all of his purchases.

If his sales are $24,000, on a sales profit of 25 per cent, the net cost to him of all of his year's purchases would be $24,000 less 25 per cent, or $18,000. Let us say that of these $18,000 in purchases, $3,000 cover repairs and other items not subject to discount, leaving $15,000 of purchases subject to discount, and let us say that the average discount on this $15,000 of purchases is 5 per cent.

Five per cent of $15,000 is $750; $750 is 9⅜ per cent of his net investment in the business. It is 3⅛ per cent of his total volume, so that the dealer who takes note settlements drawing interest and discounts all his purchases, has made a profit of 15⅜ per cent on his investment in the business.

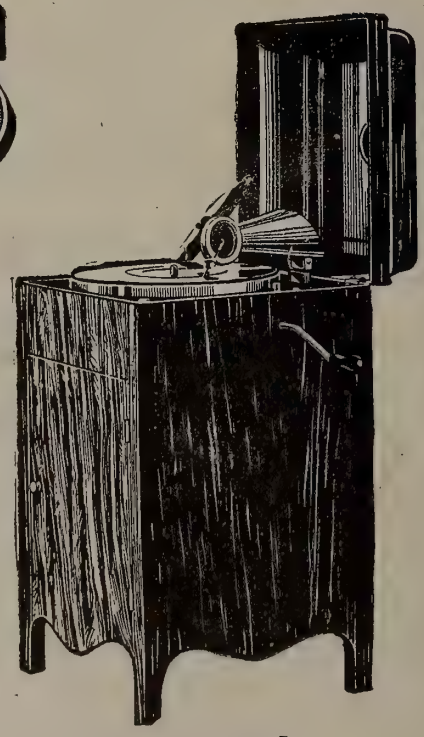
The man who does not take note settlements and doesn't discount his bills does not make that profit, while the net cost of doing business for the first dealer is 5⅛ per cent less than the other fellow's.

Tell the People

Often people take it for granted that they cannot get a certain line of goods in the home town because they never heard of it being kept there, or because someone else sent away, and they think it is necessary for them to do so. If you do not tell people you have the goods, you can't be sure they will know it. If you don't tell them often they will forget it. The small dealer cannot carry the assortment to be found in the bigger stores or in the mail-order catalog. But the small dealer does not need such a stock. The demands are limited. If he will diversify his stock, buying in small lots and buying often, keeping informed through trade papers of what is new, he can do much to hold local trade where it belongs —at home.

CAROLA
Cabinet
Phonograph

$25



CAROLA
Cabinet
Phonograph
Music for *Every* Home
Stands on floor. Weighs only 11 pounds. Dust-proof compartment for records. Uses any standard needle. Plays all standard disc records. Sound-waves do not pass thru metal. Thirty-one inches high in playing position. Cabinet body of acoustic metal, with exquisite mahogany finish.

The Nightingale of Phonographs

WE are desirous of placing an Agency in EVERY TOWN in Western Canada. This Instrument makes an exceptionally profitable Side Line for Implement Agents.

WRITE US FOR DEALER'S PROPOSITION

CAROLA WESTERN SALES CO.
15 PARIS ARCADE WINNIPEG, MANITOBA

For Every Implement Man

There is a bigger profit in the sale of a stable job like this than in the sale of four binders. The line is well advertised. We send you prospects, and our salesmen help you close them. Hundreds of new barns are fitted up with these sanitary steel-stalls and other fittings every year. Why not sell a few on your territory.

This is a line that you can sell to every man who owns a horse. Steel Horse Stable Fittings are a practical need for they are so much more durable than wood. Hundreds of Steel-Stall Posts, Guards, Mangers, Oat Bowls, Harness Pegs, etc., can be sold in your town and around it.

Write for Terms

Get our terms to agents, prices and literature. We want a live agent in every town and are still unrepresented in a few choice localities. Write us. Address nearest branch.

The Book is Free

It shows the full line of BT Horse Stable Fittings, Steel Cow Stalls and Stanchions, Steel Pens, Hay Carriers, Manure Carriers, Water Bowls, etc.

BEATTY BROS., LIMITED

Dept. G 294 Winnipeg, Man.

Dept. G 294 Edmonton, Alta.

"Maltese Cross" Tires

Black Tread---Red Side Walls

TO build and control your business, win the confidence of your customers with a tire of quality made for Better Service, for Better Business — not of skimped value—to meet competition of the "cripplers" of the dealers' business.

"MALTESE CROSS" TIRES, TUBES, ACCESSORIES

outdistance all others in value. All motorists everywhere recognize it, and every Live Wire Dealer will furnish "Maltese Cross" Tires, secure in the knowledge that he has our co-operation and support.

Any Dealer who did not receive our latest Catalog, please let us know

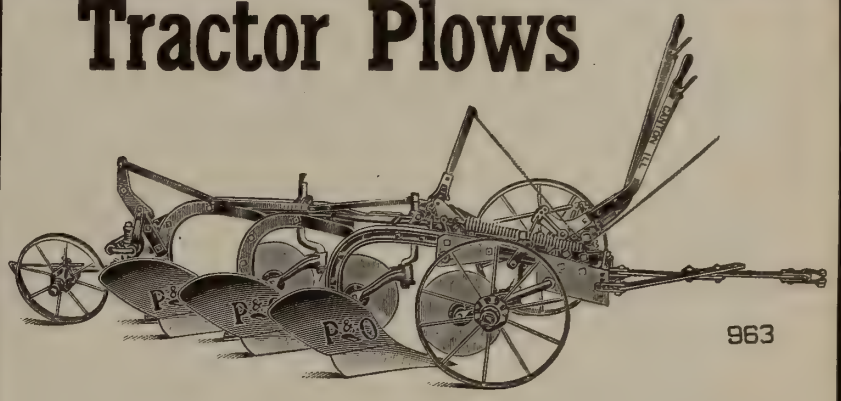
Gutta Percha & Rubber Limited

MALTESE CROSS BUILDING, WINNIPEG

Fort William Regina Saskatoon Calgary Lethbridge Edmonton Vancouver

P & O

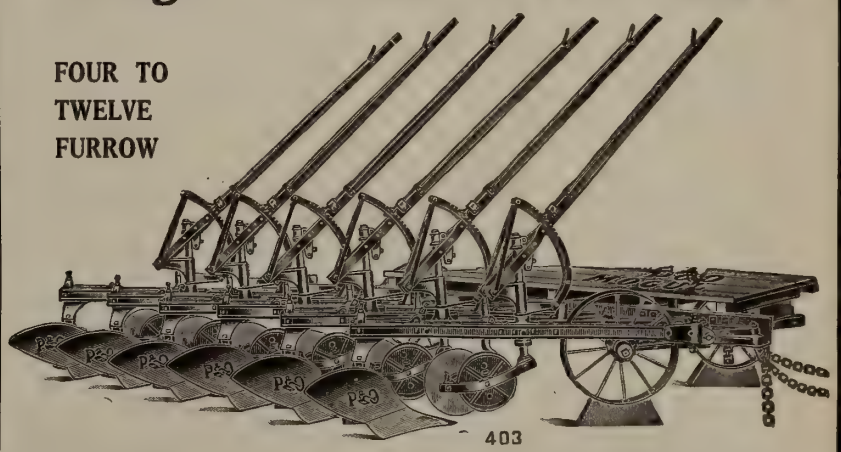
Little Genius Power Lift Tractor Plows



The P & O Little Genius can honestly claim first place as the ideal plow for small tractors. It is light in draft, constant under extreme conditions, easy to handle, durable, and, above all, efficient. Tractor plowmen all over the world are enthusiastic in their praise of the P & O Little Genius. Made in 2, 3 and 4 furrow. Any of the standard P & O types of bottoms can be furnished.

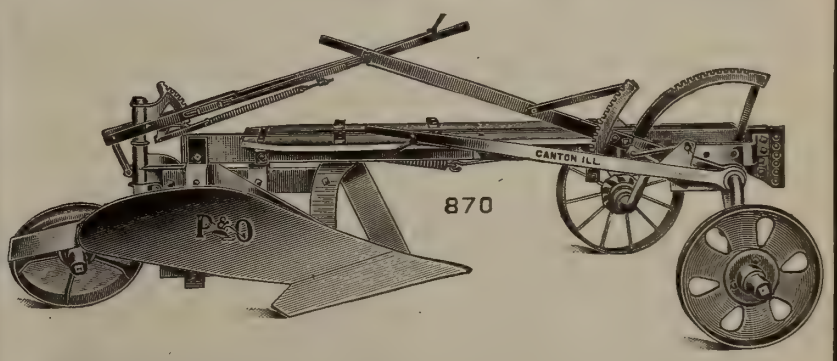
Mogul Lever Lift Plows

FOUR TO TWELVE FURROW



For the larger outfits the P & O Mogul Traction Engine Plow in six sizes, to suit your power. These plows are known all over Canada for their great strength, easy handling and efficiency. If you are looking for a large plow you owe it to yourself to investigate this one.

P & O Power Grub Breaker



A great big plow for a great big job. Cuts a 24-inch furrow, 12 inches deep. Weighs over a ton. It will help you to reduce that brush swamp, or reclaimed land to a state of cultivation. Cuts through heavy roots, and has even gone through fair sized stumps. No engine will pull this plow to pieces—it is built to stay together and it stays. Write for catalog "P & O Tractor Plows."

PARLIN & ORENDORFF CO.
Canton, Ill., U.S.A.

International Harvester Co. of Canada, Ltd.

SALES AGENTS FOR CANADA

WINNIPEG BRANDON REGINA SASKATOON
YORKTON NORTH BATTLEFORD ESTEVAN
CALGARY EDMONTON LETHBRIDGE

Handling Barn Equipment

By G. A. Reynolds

In the steel fitting line there is a very profitable field confronting the retail implement dealers of the Canadian West, although many dealers are slow in availing themselves of their opportunities in this connection. A great deal of valuable educative work is being done at the present time through our agricultural colleges, departments of agriculture and the farm press, pointing out to the farmers that grain farming is insecure and that by going in for more mixed farming, paying attention to the building and equipping of dairy barns, there is more assured prosperity than in purely grain farming.

With huge prices for live stock and dairy products farmers are more and more realizing the fact that mixed farming pays. They are interested in live stock and are ready to-day to consider the question of building better and more sanitary barns.

In the line of barn equipment, the dealer, by paying a little more attention to this line, could, without doubt, add greatly to his profits and build up a good substantial business. The dealer should recollect that, in connection with this line, once stable or barn fittings are installed he has no further trouble. With the ordinary agricultural implement, binder, mower, hay loader, etc., the dealer may be called out several times during the busy season because something in connection with the machine he sold has gone out of order. The farmer wants it set to rights, and expects and demands the assistance of the man who sold the machine. This time spent by the dealer is time, which, in the majority of cases, he receives no recompense for. Freely he must give service—but service is at times costly.

As a contrast, once the dealer sells and sees installed a set of steel stalls and stanchions, stable fittings, hay and litter carriers, water bowls, etc., he has the satisfaction of knowing if the goods are from a thoroughly reliable firm and the installation properly effected, that his trouble in connection with it is at an end.

Every man interested in dairying will be attracted by the wonderful progress made in the dairy industry in Alberta. The butter produced in that province has gained a name which is to be envied by any province. Farmers not only in Alberta, but all over the Prairie Provinces, are being taught that to produce dairy products of value and quality, it is absolutely necessary that the barn be clean, sanitary and well ventilated. Steel fittings are essential to cleanliness, and other modern barn equipment greatly reduces the labor in feeding the herd and cleaning the barns.

The change toward better barns and more permanent prosperity is a sign of the times. It will without doubt create a larger demand for such a line of barn and stable fittings as are produced by Beatty Bros., Ltd., of Fergus, Ont. The live implement dealer can do no better than to follow up this line, because the open construction of steel stable fittings is right in accordance with the leading thought of our most prominent agriculturists. In handling such a line the dealer builds local prosperity and at the same time makes good profits on the barn equipment sold.

The Sale of Potato Diggers

In the potato growing sections of the country—and that means pretty nearly everywhere in the Canadian West—there is no more profitable article can be handled by the dealer than the potato digger. While some farmers adhere to the time-honored method of planting potatoes by hand, there are none who are not anxious to avoid the back-breaking labor involved in the old method of digging potatoes. In large fields machine diggers are a necessity. The work must be done quickly, thoroughly. The field well harvested yields profitable returns.

Machine digging is superior to hand digging. In countless instances machine diggers have followed hand digging, and quantities of potatoes were found to have been overlooked. The loss through poorly cleaned fields is too great, no matter what the yield. Potatoes left in the ground represent so many dollars wasted.

The fact that machine digging does accomplish the greatest results is recognized more generally every year, consequently the sale of diggers by the dealer is receiving more attention each season. The sale of diggers requires study of conditions, of the soil, etc.—all are factors determining the styles of machines that should be sold for that particular locality. A large, heavy digger of great separating surface is not required in a light soil locality and it would be equally foolish to attempt to harvest in the heavy soil districts with a machine designed and built for the light.

One popular line of elevator diggers is built to meet modern requirements in three models. A machine with agitating rear rack, vine turner and kicker, and one with an extension elevator. In the main these machines are of the six foot type, and are built with 20 and 22-inch conveyors. The 20-inch machine is preferable where rows are planted closely together. Dealers who have given little thought to the sale of potato diggers can afford to look into this question. If the right machine is sold, good sales and profits are a result—profits for both dealer and grower. A good machine on the sample floor, along with a canvass of the territory will surprise the dealer at the trade that can be done in potato diggers.

Handling Automobile Supplies

Many implement dealers have done a very successful business in the sale of automobile supplies. An automobile accessory department can be inaugurated by the observance of a few points. Regular, persistent and specific advertising must be utilized to take full advantage of the consumer advertising done by the manufacturers. For instance, the farm journals circulating in your territory carry advertisements of the X—— tire. Let the community know, through the local paper, that you stock the X—— tire.

A large proportion of automobile supplies can be sold by personal letters and circular advertising. Many small lines can be sold by proper display, or by advertisement in the local paper. Window display is essential and plays an important part in incidental sales to motorists visiting the town.

The first point in starting is to census the automobile owners in the dealer's trading territory, listing names of the owners and the makes of the cars. The initial order may be based as to quantity and quality on this information.

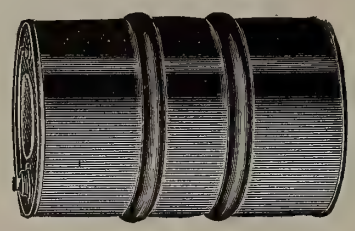
After stock has arrived, been checked, marked and arranged, striking announcement should be made of the opening of the accessory department and the ability to fill all orders from the community.

Later, announcement by letter and newspaper, by a series of special advertisements, with specific lines, showing illustrations, descriptions and prices, are advisable. The stock, which lends itself to good display, should be placed in some accessible part of the store where it can be examined by the customer with the minimum trouble.

Know your overhead expense.

MAX GASOLINE AND OIL BARRELS

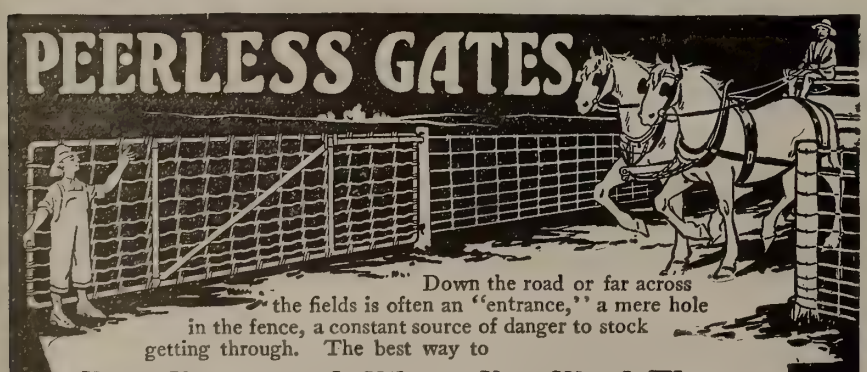
Shipping
Storage
Half



WRITE TO-DAY FOR FULL PARTICULARS AND PRICES OF THIS PROFITABLE LINE.

Winnipeg Ceiling and Roofing Co., Limited
Manufacturers of Sheet Metal Building Goods and Farm Specialties
P.O. Box 3006 F.I. Winnipeg, Man.

PEERLESS GATES



Down the road or far across the fields is often an "entrance," a mere hole in the fence, a constant source of danger to stock getting through. The best way to

Keep Your Stock Where You Want Them

is to provide real gates, strong and durable. All Peerless Farm Gates are of heavy open hearth steel wire on strong tubular steel frames electrically welded in one solid piece, and **braced like a steel bridge.** No sag, no rust, no wearing out. We also manufacture a complete line of the famous Peerless Perfection Farm and Poultry fencing with the famous Peerless lock at all intersections.

SEND TODAY FOR CATALOG. It tells you how to put up a fence to "stay put."

The Banwell-Hoxie Wire Fence Co., Ltd.
Winnipeg, Manitoba Hamilton, Ontario

Accessories to Engine Trade

There are, we believe, almost one thousand concerns now manufacturing stationary and portable engines. These may vary from ½ h.p. air-cooled to 500 h.p. The implement trade is the medium through which the reputable farm engine is sold, yet it is strange that a great many dealers do not handle engine accessories. We know the popularity of the engine on the farm—its great adaptability—yet in connection with engines there are many small items that are hard for the farmer to get unless the hardware or implement dealer carries them in stock.

For instance, fuel; gasoline and kerosene, also the variety of oils. Cylinder oil, hard oil, cup grease, and many other varieties of lubricant. None of these take up much space, yet their handling is a profitable source of revenue. Batteries and magnetos can also be carried profitably, while special equipment is always required in connection with engines, such as line shafting, belting pulleys, hangers, etc. Packing, cotton waste, rubber hose, cotter pins, wrenches, and hundreds of items all of which are sooner or later in demand by the engine owner. The initial investment need not be heavy. What is necessary is a good assortment of what is likely to be required, and the accessories that go with the gas engine readily lend themselves to a good display in the window of the store. This line means better service.

No. 3 Aspinwall Planter

Aspinwall Potato Machinery

STANDARD THROUGHOUT THE WORLD

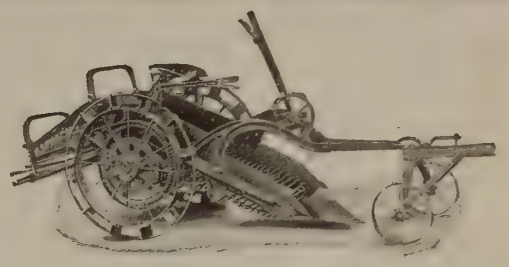
Cutters Planters Sprayers
Diggers Sorters

Absolutely the best for the purpose intended

Aspinwall Canadian Co., Ltd.

Guelph, Ontario

World's Oldest and Largest Makers of Potato Machinery


Aspinwall Elevator Digger

Aspinwall 4-Row Sprayer

Aspinwall Sorter

The Two Best Picklers on the Market—

THE AUTOMATIC GRAIN PICKLER

A Big Opportunity for the Dealer

This is the only machine of its kind in use. Handles grain at the rate of 135 bushels per hour. Light in weight. Perfect in action. Fully guaranteed. Substantially built. Thoroughly soaks, turns over and treats the grain.

GET THE AGENCY FOR THESE MACHINES

The Lincoln Smut Cleaner—a Perfect Pickling Machine

MADE IN TWO SIZES:

No. 3 machine handles 30-50 bushels per hour; No. 4 50-75 bushels. Sold on a positive guarantee to prevent smut.

This machine separates smut balls, wild oats, king heads, and all light seeds from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer is an exclusive feature. Strong, heavy construction. Rustless solution tanks of large capacity.

Write for Prices and Full Particulars

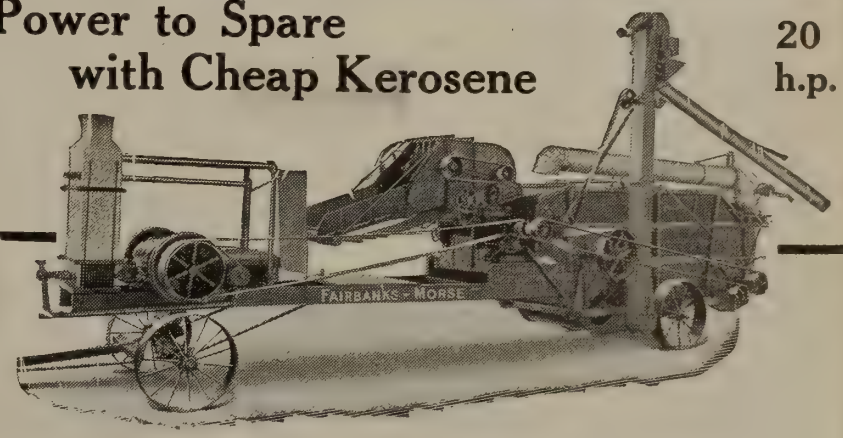
Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

Dept. E., Whyte Ave. and Vine St., Winnipeg

Power to Spare with Cheap Kerosene

20 h.p.



Fairbanks-Morse Combination Threshers

Fairbanks-Morse Separators are grain savers—they get all the grain. The extra backbone built into them—the massive shafts—the strong steel body—the choice hardwoods—the liberal bearings—and the skillful workmanship—all these things join to guarantee a brimful measure of enduring service.

A 20 H.P. Twin Cylinder Engine drives the 24 in. x 46 in. machine with Self Feeder, Windstacker and Automatic Register. For Hand Feed the outfit is powered by the famous 15 H.P. "Z". Both are horizontal engines—both burn cheap kerosene—with smooth throttling governor—magneto ignition—friction clutch pulley—and the Fairbanks-Morse Radiator, which cools perfectly and uses so little water.

Write us for Complete Information

The Canadian Fairbanks-Morse Co., Limited

SASKATOON WINNIPEG CALGARY

Repair Service and Engine Trade

The efficiency of his repair department largely depends upon the individuality of the dealer. Some men consider the repair business a nuisance. They dislike repair orders; they claim that no profit is made on repair parts, and they frequently order repairs which the customer refuses to accept on delivery. Other dealers again get their repair business down to the system where it takes the least possible time to locate a repair in stock. They sell all repairs for cash, or handle them so as to obtain a fair margin of profit. They develop their repair business to draw trade, while the other man has a faculty of driving trade away through the fact that he is disinclined to trouble with repairs.

Demands of the Customer

We must never forget that the farmer also considers the necessity of repairs a nuisance. Therefore, when he goes to the dealer's place of business, and finds that the dealer can furnish repairs promptly, repairs that fit, he is agreeably surprised. He also likes to find that he is accorded the same attention when wanting a small repair as he gets when he comes in to buy a new machine. The recollection of the good repair service stays with him, and he remembers the dealer when it comes to purchasing a new machine.

The Safe Policy

The best way to eliminate the trouble of the repair business is, without doubt, to keep away the demand for repairs by selling only high grade goods where the demand for breakages and renewals will be very light. Natural wear and tear, and unforeseen accidents are the cause of the vast majority of repair troubles, but the unnecessary and uncalled for wear and breakages, due primarily to inherent mechanical defects — these are the repairs that give most trouble and which the dealer should endeavor to avoid by selling an engine with a small factor of repair requirements.

While the guaranty may say that defective parts will be replaced at the expense of the manufacturer, the real spirit of the sale is that the engine will perform certain duties. In order that it may do this, the engine must not be the source of a continuous expense for repairs, nor a constant cause of delay for lack of renewals.

Normal Replacements

One or two parts in any given make of engine are all that are really necessary to carry in stock regularly. Such parts may be governor springs, igniters, valve levers or piston rings. In any machine these are naturally parts that are going to be the first to wear or break from natural usage. These parts the dealer ought to carry if at all possible.

Aside from these more usual replacements—for it is getting more and more the custom to designate the replacement that is required because of natural wear a renewal instead of a repair part —the dealer need carry practically no stock. And the very best way to reduce to a minimum the renewals that are legitimate is to make a selection of the proper kind of an engine when deciding upon the make to be sold. Even the man who has never handled gasoline engines at all knows enough about machinery to realize that a very complicated design will require more repairs or renewing than a less complicated engine; assuming the character of the materials and the workmanship to be the same in both cases.

And so it happens that most gasoline engine makers spend a great deal of time in making their engines as simple as possible. Aside from relieving the operator of the necessity of making adjustments, etc., it reduces the repairs very materially. But it is well to remember that the reduction of parts at the expense of efficiency or reliability of the engine is not to be commended. Take an engine to run electric lights by direct belting from engine to generator and you have a situation requiring a very close speed regulation. It is better to add a few parts to that engine rather than to sacrifice its governor action and result in unsatisfactory lighting by so doing. Put an engine to running a pump, however, and you can safely eliminate a large number of parts that may be absolutely necessary for some other kinds of work.

The Unknown Factor

While simplicity may be an important feature in engine design, engines with the same number of moving parts may vary greatly from the standpoint of the expense of renewals during, let us say, five years of usage.

We cannot tell the character of a valve spring or gear by looking at it. Yet the engine manufacturer realizes that there is a large difference in springs or in gears.

YOU CAN'T DO IT---UNLESS

CANADA cannot devote a million men to war purposes—in the ranks and in our factories making war supplies—without facing a tremendous shortage of labor for agricultural purposes. The war is now largely a fight in agricultural production on the part of the countries involved. Next harvest Western Canadian farmers will realize as never before the supreme necessity for using

STEWART SHEAF LOADERS

These machines are endorsed by hundreds of practical farmers all over Western Canada. They eliminate costly hand-pitching, and save grain by absolutely cleaning the fields. Do not shell the grain and glean practically every straw.

SAVES MEN, TEAMS, TIME AND MONEY

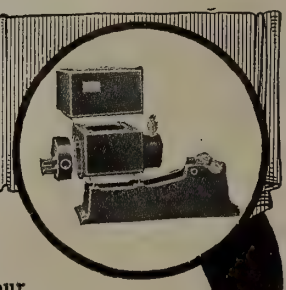
LOWERS THE COST OF HARVESTING

Dealers: Now Is The Time To Write Us

Place your contracts at once, and insure delivery of our Improved 1917 Model. Let us show you how hundreds of satisfied Stewart Sheaf Loader Farmers have saved $15 to $30 daily during harvest. Be in a position to supply the demand. Send a letter to-day.

THE STEWART SHEAF LOADER CO., LTD.
470 MARTIN AVENUE WINNIPEG, MAN.

MECO ENGINES



Knock-Out Mail-Order Competition

MECO Engines are unquestionably the greatest engine value you can offer your customers. Reasonable in price; have every desirable feature of design and construction. Simple, substantially built, medium weight. Center-fire ignition; valve-in-head design. Safety spark shift—start easily. Easy to operate. Low fuel consumption.

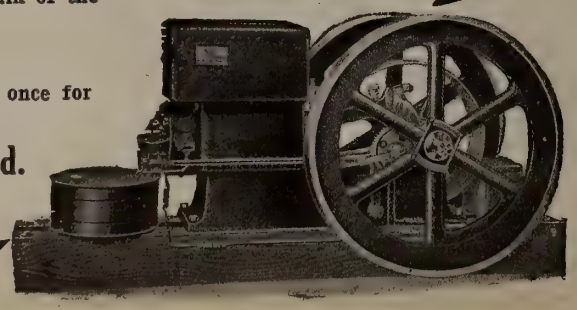
Made in Sizes: 2, 3, 4, 6, 8 and 12 Horsepower

No matter what engine line you are handling, you should investigate MECO prices and MECO quality. These four-cycle, water-cooled engines, durable and dependable under all conditions, will secure you the bulk of the engine business in your vicinity.

SPECIAL PRICES TO DEALERS

Our prices will interest you. Don't delay; write at once for full particulars. Distributors:

The John Stevens Company, Ltd.
661 HENRY AVENUE, WINNIPEG



A moving part on an engine may be properly hardened and finished so that it will last a lifetime, while a similar part on another engine may wear so that in six months it must be replaced if the engine is not to suffer in efficiency.

The whole difference lies in the process of manufacture; the quality of the cast iron used in the castings, the grade of steel used for crank shafts or gears, the quality of the metal in the drop forgings, the design of a bracket or a lug, the finish of a bearing or the grinding of a shaft, all these are the primary cause whether or not the engine requires a heavy repair service.

We have heard men claim that a high-speed engine was a poor proposition to sell because the speed of the moving parts meant excessive wear and increased repair requirements. Such men contend that the slow running engine gives the greatest freedom from repair service, and has the longest life.

Weight Not Essential

From a long experience in the machine and engine manufacturing business, the writer believes that such men are away out in their arguments. A slow running engine, with roughly finished shafts, simply burnished where they should be accurately ground, and with bearings which are poorly machined; with inferior hardening of the parts and poor design, despite its slow speed may have a woeful faculty of requiring excessive repairs.

High speed does not mean high wear, and high speed is an indication of finely finished parts, for you cannot get speed out of poorly finished parts without heating and "seizing." The light, high speed engine has been brought to a wonderful degree of mechanical efficiency, both in the automobile and in the stationary type. Generally speaking, its repair requirements are fewer than in the case of the slow-speed heavier engine, dependent, of course, upon design.

Every dealer should realize that the best selling point he can use in "talking engine" to his customers is that the engine he handles has behind it a record for requiring little or no outlay for repair parts. This is a strong factor in the talk of dealers who do a large engine business—and one that cannot be enlarged upon by the man who sells a low-grade, poorly-finished engine. The renewal requirements of a good-grade engine ought to be few and far between. In the end, the dealer who is handling such engines will find that he will have little cause to complain over the trouble they bring him as regards repair service. The dealer who gets most out of engine sales is the man who recognizes that he is not primarily selling a thing called an engine, but that he sells a certain amount of power to be delivered as the customer may need it during a period of years. That is simply satisfactory engine service.

There are sales in your district for auto commercial bodies.

Carbon in the Cylinder

While it is conceded that the oxygen flame is very efficacious in burning out carbon from the cylinders of the internal combustion engine, oxygen has not been entirely successful because of the silicon and other foreign matter mixed with the carbon. Especially in the automobile, pure water is an excellent decarbonizer. It should be introduced into the engine when the latter is running at high speed. The water seems to dissolve the cementatious deposit, and allows the carbon to be blown from the exhaust in the form of thick smoke. If the engine is hot, water is much more efficacious than a dose of kerosene.

THE
SEAL OF QUALITY
DUNLOP
LINE
RUBBER BELTING
That Meets
Threshermen's Needs
Threshing generally exacts the unusual in belt service. Outside work, exposure to all sorts of weather conditions, undue stress and strain, explain why.
As the main driving force between the engine and separator we believe Dunlop "Prairie" is unsurpassed. The whirr of the machine is continuous wherever this belt is employed.
DUNLOP
"PRAIRIE" & "RELIANCE"
THRESHER BELTS
Dunlop "Reliance" is a second choice for threshing work. Although this belt is of a slightly lighter construction than Dunlop "Prairie," it is a thoroughly dependable article, and because of its many merits, is largely represented in the Prairie Provinces.
It is needless to say that both of these belts are especially designed. They have to be to deliver that unfailing service which hundreds of thresher machine owners in every agricultural community have been receiving from them.
Unless specified otherwise, Dunlop "Prairie" and Dunlop "Reliance" are supplied endless and stitched.
Dunlop Canvas Thresher Belts and Dunlop Agricultural Hose are conspicuously upholding the reputation of the "Two Hand's" line of Rubber-made Goods.
Dunlop Tire & Rubber Goods Co., Ltd.
Head Offices and Factories: TORONTO
BRANCHES:
Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, N.B., Halifax
WINNIPEG BRANCH: CANADA BLOCK, 354 DONALD STREET
REGINA BRANCH: BANNER BLDG., 1769 CORNWALL STREET
SASKATOON BRANCH: 311 TWENTIETH STREET, EAST

Vocational Training a Canadian Necessity

It is pointed out in a government publication that every year more than 2,000,000 children and youths are recruited in the United States and Canada to industrial and commercial enterprises. School statistics show that 75 per cent of the children who enter school leave between the ages of 14 and 16 to work in mills, factories and stores. This would leave only a fractional part of 25 per cent of younger Canada to follow agricultural pursuits; making it evident that, so far as farming is concerned, land settlement can only be taken care of by immigration.

But apart from a lack of interest in agricultural pursuits, there stands out clearly the frightful lack of vocational training in this country. Our younger industrial recruits are hoisted into specialized tasks. They drift from job to job, and in later years end up as handy men or unskilled laborers. Not one in a hundred ever has a chance to become a skilled worker or to master the fundamentals of any trade. There, however, intrudes the factor that a great percentage of our modern youth prefer a "collar and cuff" job to one that means dirty overalls, if bigger wages! Possibly because of economic pressure, the average youth is put by his parents to some class of work that will earn for a start a greater wage than would be paid an apprentice, helper or improver.

As a result, employers bewail the shortage of skilled workers, and the labor market is glutted with unskilled units. When Canada began to make war supplies, and the factories had to have machinists, in many cases the man had to be trained as a machinist before he was of any use. Not only in this line, but in every line, obtrudes the question:—"How much of the high price of any given product is due to the unskilled labor used in its production?"

From his personal experience in the mechanical engineering business, the writer can vouch for the fact that the price of the modern automobile seven or eight years ago was in very large part due to the fact that countless parts were "scrapped" as the result of inferior help, unskilled labor having to be used as machinists. As years passed the unskilled laborer was transformed into a fairly efficient mechanic, with the result that automobile production costs decreased.

But in other lines, in the manufacture of any machine, accessory, or commodity, unskilled labor is still a great feature in industrial circles. In helping win this war by industrial effort, Great Britain would be years behind to-day were it not for the splendid apprenticeship system in vogue in that country, producing a steady supply of skilled and efficient help. In Canada, as but one instance, take the blacksmithing and horseshoeing business. In this line, vitally necessary to our agricultural communities, you will not find, from the Great Lakes to the Coast, more than twelve apprentices, if, indeed, there are that many!

What, then, is the solution? Canada must provide some form of technical training, whereby all who enter either agricultural, commercial, or industrial occupations shall be provided with at least the fundamentals of vocational training. Our agricultural schools, our colleges and universities may be quite efficient—but they only are available to a small proportion of our younger Canadians.

So long as parents have, by economic pressure, to regard their children, at the age of 14, as potential wage - earners to help support the home, so long as there is no institution of a proper apprenticeship system in both industry and commerce, Canada must suffer from the employment of unskilled help. We have commissions to enquire into everything from the high cost of living to the family habits of the bed-bug. It is high time that some of this money were spent in the reduction of the cost of everything by arranging for a supply of skilled labor—a step that would greatly go to solve the high cost of living. As for youth, so long as the lad looks upon $8 a week as an assistant clerk—with clean collar—as preferable to dirty overalls with a future value of $20 or $25 a week, so long will our essential vocations suffer from a lack of trained and efficient help.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager — A. A. THOMSON, Editor
811-12 Confederation Life Building — Telephone Main 518 — Winnipeg, Canada

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Rates Made Known on Application
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, APRIL, 1917.

Milking Machine Business

The milking machine business holds out wonderful opportunities to the implement dealer to do his full share in furthering the prosperity of his community. When you sell a farmer a good milking machine, he will invaribaly invariably increase his herd and milk more cows, which means more profit to him. He will then be able to buy more farm implements and pay for them and also to put in such other improvements as silos, steel barn equipment, farm lighting plant, water plant and heating and plumbing in his house, to say nothing of such luxuries as automobiles, pianos, talking machines, etc.

The dealer therefore not only makes his profit on the sale of the milking machine, but he profits indirectly from the increased buying power that the farmer acquires.

Selling at Advanced Prices

In the United States a jobber makes the assertion that dealers in Western territory are selling implements at prices based on last fall's values instead of the present wholesale price or cost to replace. This means that, if such be true, the farmer is buying implements for less money than it will cost the dealer to replace stock.

The implement dealer, unlike other lines of retail effort, has had little to do with goods that fluctuate in value. That being so, he may possibly not realize that when the bottom will fall out of present inflated prices he may be left with stock on hand, bought at high prices, which he will have to sell at a depreciated cost or go without the business.

We know the reasons for the advance in price of implement lines, and we know that even at the advanced figure the farmer is buying freely. It is imperative that every dealer sell his goods on the basis of to-day's costs, not on those obtaining six months ago. Forethought must be taken of the day when there will be a readjustment in implement values.

Considering Repairs

The average customer is invariably of the opinion that repair prices are exorbitant, but the statement is generally made without the facts of the case being scrutinized. The customer should consider the cost of carrying and handling stocks of repairs in a way that ensures prompt service. It is true that an investigation of the question might indicate that the price of some repairs are too high—but he could also be shown that a repair business conducted on a large basis might be a constant source of loss.

It is the effort of the progressive dealer to serve his customers promptly, especially as regards repair parts. When busy using a machine the availability of repair service appeals to any farmer. But he seldom considers that repairs must invariably cost more when ordered in a hurry. Telephone, wire and express may very easily have to be added, so that the cost of procuring may exceed the actual value of the part. Another trouble that the customer rarely considers is that the repair department has often resulted in a loss to the dealer, especially when he did not carry on his repair business on a cash basis. The repair business was scattered in small accounts—often less than a dollar, and these were possibly carried for two or three years, so that efforts to obtain settlement cost more than the original value of the part.

Any up-to-date repair business should be done on a cash basis. The jobber and manufacturer are endeavoring to head it that way, and the dealer will be wise who follows their example. The dealer will finally have to sell his repairs for cash or will have to cut down his repair stock, with resulting inconvenience to his customers, and loss of trade to his store.

We all know that the farmer asks, and gets, cash for his eggs, butter, etc. If the farmer were to charge such items to his customers instead of selling them for cash, he would realize what the position of the dealer has been who carried on his repair business on a credit basis.

It is better in the end for both customer and dealer to have the repair business on a cash basis, and it is a line that takes considerable time and lots of worry on the part of the average dealer. A great deal of trouble could be avoided if the customer would more often see to his repair requirements ahead, but in the procuring of repairs procrastination is still a large factor in the make-up of the farmer.

The profit on the repair business is small; apart from the necessity of serving their trade many men would gladly be without it. Consequently they should place these small accounts where they belong — on a cash-on-delivery basis.

Loss Through Open Accounts

If the dealer hopes to sell on a smaller margin and be safe, he can only do so by stopping losses and expense. Losses on bad accounts are a feature in almost every implement business, in fact, open book accounts of any kind are a source of heavy losses. Why?

Very often, as a matter of fact, the item fails to get on the books. Further, if an article is not paid for within eight months the dealer often loses money, for a great many dealers do not make 4 per cent clear profits on sales. Money at even 6 per cent consumes the 4 per cent in eight months. That is assuming that the customer comes in and pays without a statement being mailed, or the dealer going to see him. On small accounts the cost of statements or one visit to collect may take all the profit.

For instance, on a $50 account the profit would be, say, $2.00 if paid cash. If the account runs six months the interest consumes $1.50 of the profit and 50 cents are left. Suppose the farmer lives five miles out. The trip to collect the money means time and traveling expense—not less than 75 cents or a dollar. It is clearly a losing sale—and someone has to pay. These open accounts simply deprive the dealer of capital on which he pays taxes and gets no returns. Someone pays the loss. If a dealer could keep his capital down and makes his sales three times his capital he could make 3 per cent or 4 per cent on each sale, and 9 or 12 per cent on his investment. Yet no man could do that who does not sell out of date goods bought at wreckage prices.

To take care of the small account, interest is added to the time sale. The increased price, from the standpoint of the farmer, represents an exorbitant profit to the dealer. The farmer invariably compares the mail order price—a cash in advance sale—with the dealer's time price. As a speaker truly said, the mail order catalog is the farmer's standard of values. The only solution is to sell the smaller bill of goods as the direct selling concern does—on a spot cash basis.

Securing the Goods

The question of freight service is one that will vitally effect every implement dealer this year. The shortage of rolling stock and the embargoes in force at various points mean that there is going to be difficulty in getting goods. Generally the dealer delays ordering shipments until within a few weeks of when the goods will be required in his territory. Such a procedure this year is almost certain to result in disappointment and loss of business.

To order early this year is no empty plea. Not only in the interests of increased crop production, but for the convenience and profit of the dealer, it will be wise for every man to get the goods as early as possible.

The advancing cost of materials and production has already insured those who bought early a satisfactory profit, but what is more essential to the welfare of the people at large is that the tools so bought be put in use to provide the much needed crops.

Lock the Door on Worry

Too many retailers have a habit of taking their business worries and troubles with them when they lock up their store doors at night. The difficulties of the day sit upon their shoulders as they wend their way homeward. Their mouth sags at the corners, and the dog when he comes to meet them turns tail and slinks away. The kiddies, looking through the window for his approach are intimidated by father's sullen look. Friend wife casts one glance at the face of her spouse — and if she is a wise woman, says nothing!

Proceeding to supper, the man who carries his grouch home with him finds that the steak is tough, the potatoes greasy and the tea cold. The pie adds to the depression in his soul, and after a poor night due to indigestion and insomnia he departs for the store in the morning with a feeling that the world is dead against him, and that everyone and everything is a darned nuisance!

With this load of pessimism in his soul, the implement dealer opens the store. The first customer is a grouchy old farmer, who has uncalled for complaints to make about some machine or tool you sold him. The dealer, suffering from the effects of worry, flies off the handle and finally tells the customer to go to Hades and take his complaints with him. Result—a customer lost.

While this picture may be overdrawn, it is in many cases approximately true. It is a hard thing to say, but worry never helped anyone. It is a temperamental characteristic, some men just can't help worrying—others refuse to let anything or anybody worry them. Still one can do much to eliminate worry by resolutely shutting worry in the store when they lock up at night. As a result their home will be happier, Friend Wife will be more cheery, the supper will be all right, and after a night of strength-conserving sleep, the dealer will open up in the morning with the feeling that after all the world is not a half bad planet, and the implement game a good one to be in.

Your Cost System

To many men a cost system means an interminable amount of detail, red tape and extra help. As a matter of fact, a cost system can be instituted in any implement business without adding to the clerical force. We believe that an adequate cost system is essential in every retail implement business, yet it should not be complicated.

A business concern should look upon a cost system as an investment which they expect to produce for them a fair return, just as improved machinery in a plant is an investment.

It is necessary to-day for the business man's success that he knows on what lines he is making a profit and on what he is incurring a loss or making no profit. Competitive conditions are seriously disturbed where losses on one or more articles are recovered by profits on other articles. It is obvious that a merchant should not only know the cost of each article but that he should see that every article sold bears its proper share of general overhead expense.

Personal

James R. Porter is a new dealer at Maidstone.

Moe Bros. are proprietors of a new garage at Kisbey.

Charles W. Bell is a new automobile agent at Estevan.

Mockett & Campbell are now garage owners at Hanna.

W. A. Moore is the name of a new dealer at Stranraer.

H. F. Mackenzie is a new implement dealer at High River.

Levi Burgess is busy in his new implement warehouse at Gibbs.

D. J. Kippan has commenced an auto agency business at Govan.

D. McCorquodale is the name of a new harness dealer at Pennant.

H. N. Wendal, dealer at Denzil, is succeeded by Frocklage Bros.

Charles Bowden is a new implement man doing business in Cabri.

The Sceptre Machine Works, in that town, has changed hands.

A new concern in Imperial is the Imperial Motor & Machine Co.

Claypole & Cannon are a new automobile concern at Vanguard.

Esplin & Pritchard have opened a new implement stand at Kinistino.

Ernest Schroen is the name of a new automobile dealer at Prelate.

C. C. Kerr succeeds S. Sharpe in an implement business at Stalwart.

H. H. McCoy has opened an implement warehouse at Bladworth.

F. A. Williams has sold out his garage at Watrous to W. A. Leslie.

Klast & Jura Bros. are starters in the automobile business at Calder.

Jas. W. Third has hung out his sign as an implement dealer at Strassburg.

Grover & Son have opened a new garage and automobile business at Castor.

Partnership has been dissolved in the Ponteix Garage Co. in the town of that name.

F. Biebert, the implement dealer at MacNutt, has opened a general store at that town.

M. Spelliscey is the name of a recent addition to the implement fraternity at Abbey.

Orthner Bros., implement dealers at Southey, have sold out to Schaefer & Krienke.

Thos. Archibald has opened a new garage and automobile business at Chilliwack, B.C.

The Ellis Perry Motor Works, Estevan, is now known as Ellis-Prevost Motor Sales Co.

T. S. Thompson, a dealer at

Stenen, has sold out his stand at that point to Kerr & Bailey.

J. J. O'Hare, the implement dealer at Swanson, has opened a branch business at Ardath.

J. Villenauve, the harness dealer at Swift Current, suffered a considerable fire loss recently.

The Goodrich Tire Sales Co. has been incorporated at Winnipeg with a capital stock of $40,000.

W. F. Gerrity, the dealer at Piapot, has sold out his business at that point to J. S. McIntyre.

Two new additions to the automobile agency business at Piapot are S. Beasley and A. Fitchene.

J. W. Freeman, the implement dealer at Stoughton, has discontinued his business at that town.

Morrell & McKenzie, implement dealers at Arden, have discontinued operations at that point.

O. Field has built an implement warehouse at Nemiskan, where he will handle the International line.

Caloren & Caloren, dealers at Coaldale, have sold their implement business to Schimeck Bros.

Mark Dumond, the hardware and implement dealer at Ashcroft, B.C., recently suffered a slight fire loss.

Hamilton Bros., the progressive implement firm at Unity, have opened a branch warehouse at Wilkie.

B. A. Hagen, the dealer at Admiral, has taken a brother as partner. Firm's name now reads Hagen Bros.

Andrew Hunter is now proprietor of the implement business at Binscarth formerly owned by B. F. Schank.

G. Orr, the International agent at Champion, is busy selling tractors, plows and automobiles. Go to it, George!

A new firm of garage proprietors and implement dealers in the town of Wartime, is known as Davis & Stevenson.

C. Bogan, the dealer at Dunblane, has moved his store and stock to Elrose, and has bought out the Elrose garage.

J. C. Best has discontinued his auto agency at Kenton, and E. E. Payne has sold out his garage at Plumas to C. E. Leary.

F. Anderson, the implement and automobile dealer at Champion, reports good sales of tractors and plows in his territory.

Juttner & Hagedorn, dealers at Prelate, have taken a partner into the business, a machine man named C. E. Eymann.

It is reported that the Christiansen Harrow Works, Winnipeg, has been succeeded by the Bell Automatic Shocker Co.

Coyne & Huffman, dealers at Lancer, have dissolved partnership. Thomas Coyne now has sole control of the stand.

Macdonald & Messinger, dealers at Carmangay, are busy showing the advantages of the light tractor to their customers.

The Dominion Thresher Co., New Hamburg, Ont., has bought out the property of the Hamburg Thresher Co. in that town.

Loeppky Bros., the implement dealers at Shaunavon, have dissolved partnership. J. A. Loeppky withdraws from the company.

McKenzie & Wright, implement dealers at Neville, have dissolved partnership, P. S. Glen Wright continues in control of the warehouse.

C. Southward, the implement dealer at Pennant, has taken a partner into the business, which is now known as Southward and Anderson.

Charles E. Spencer, the hardware and implement dealer at Durban has opened a branch business, which will include automobiles, at Swan River.

Robertson Bros., implement and automobile dealers at Avonlea, have changed the name of the concern to the Avonlea Motor and Implement Co.

The Gutta Percha & Rubber Co., manufacturers of automobile tires and accessories, have opened a new office in Lethbridge in the Dominion Block.

E. F. Bolte and A. W. Wallace, of the Chicago office, International Harvester Co., recently paid a visit to the branch houses of that organization throughout Alberta.

The Superior Supply Co., Lethbridge, are distributing Staude Mak-a-Tractors in Southern Alberta, and report a very large demand for these automobile tractor attachments.

The Canada Carriage Company, at Brockville, Ont., report that their plant is exceptionally busy, some departments working overtime right along to supply the demand for vehicles.

The Mainwaring Implement Co., at Swift Current, has been succeeded by C. White & Co. In the same town J. J. Perrigo, an old-time implement man, has commenced an automobile business.

Alex Morrison succeeds I. Parker in an implement business at Dundurn. In the same town O. A. Sempf, the hardware and implement dealer has added a boot and shoe department to his business.

T. G. Bryant, vice-president of the Maytag Company, Newton, Ia., died on March 14 after a brief illness. Deceased was at one time in the employ of the Parsons Hawkeye Mfg. Co. when it was succeeded by the Maytag Co.

A new concern recently incorporated in Winnipeg is known as the Canadian Weed Eradicator Co. W. H. Clandenning, the inventor of the device, along with others, is associated in the company. The capital stock is given as $300,000.

E. A. Mott, western general manager of the Cockshutt Plow Company, went east to Brantford, Ont., where he attended the funeral of the late John A. Sanderson, president of the Adams Wagon Co., and a director of the Cockshutt Plow Co.

You never know what an implement dealer can do. He gets 'em both coming and going. Pengalyl & Robertson, dealers at Hanley, have added an undertaking and harness branch to their business. No mail-order competition in the "planter" business, anyway.

F. C. Smith, formerly assistant manager of the International Harvester branch house at Estevan, has been appointed manager of the credit bureau sales department of the International Harvester Company of Canada, at the general office of the organization.

The Maytag Company, Newton, Iowa, have built a new foundry, 90 x 100 feet, at an estimated cost of $25,000. This well-known concern manufacture feeders and washing machines, which are handled by their Canadian branch, the Maytag Company, Winnipeg.

There have been some changes in the implement trade at Estuary recently. Hamilton & Bradshaw have commenced in business. P. C. Kennedy has sold out his implement stand to Nesbitt Bros., and E. W. Schimp has taken a partner into his automobile business.

R. G. Pulver, has been appointed advertising manager of the New-Way Motor Co., of Lansing, Mich. This concern makes a line of both vertical and horizontal engines, high speed light engines for binder and potato digger adaptation, and other types for general farm work.

W. M. Warren, sales manager of the Swedish Separator Company, Chicago, manufacturers of Viking cream separators, was in Winnipeg for a few days early in the month. Mr. Warren was looking into trade conditions, and reports large sales of the Viking line in the Canadian West.

We regret to report the death of Gilbert Johnston, of the firm of Buerhing Bros. & Johnston, im-

(Continued on page 20.)

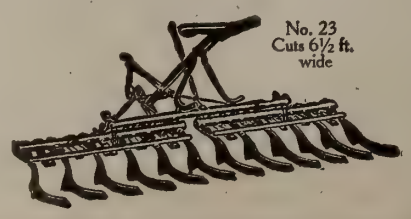
"ACME" Means Sales and Satisfaction

For easy profit-bringing sales that make satisfied customers, the "Acme" Tillage Line is a top-notcher. We stand right behind "Acme" Pulverizing Harrows with a positive guarantee against defects. Protects you and holds the good will of your farmer friends.

Farmers are more and more demanding "Acme" tools because "the coulters do the work." They cut through trash, crush clods, level, turn and pulverize the soil—all in one operation. Used and endorsed by Experiment Stations.

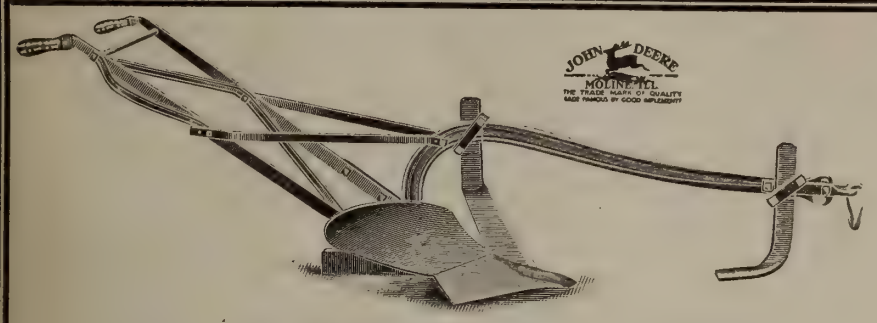
Get Our Dealer's Proposition

Our sales increased 60% in 1915-1916 over the previous season. And, we are putting even more "steam"—more advertising and selling force—behind the "Acme" Tillage Line for the coming season. Better join us and get your share of the profits. Write today for our proposition.



Duane H. Nash, Inc.
107 Elm Street, Millington, N. J.
JOHN DEERE PLOW CO.
GENERAL AGENTS
Winnipeg Calgary Regina Saskatoon

Sizes 3 to 17½ ft.

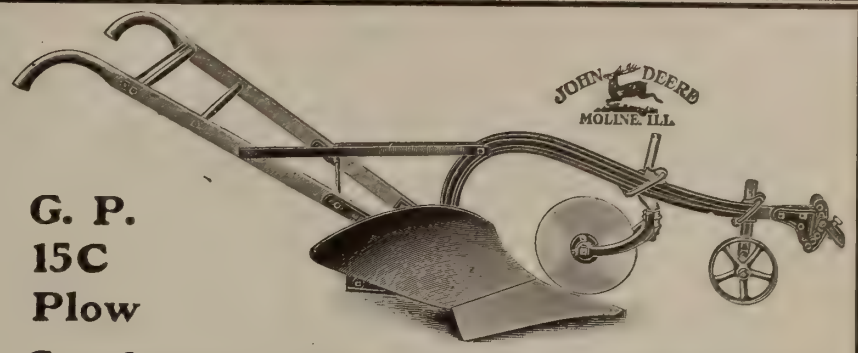


The MONITOR Grader Plow

10 and 12 inch

A HEAVY STEEL PLOW WITH STEEL HANDLES

The 10-inch Monitor Grader weighs 215 lbs.
The 12-inch Monitor Grader weighs 224 lbs.
This is a well-constructed, thoroughly braced plow for heavy grading, capable of withstanding the strain of eight horses or oxen.



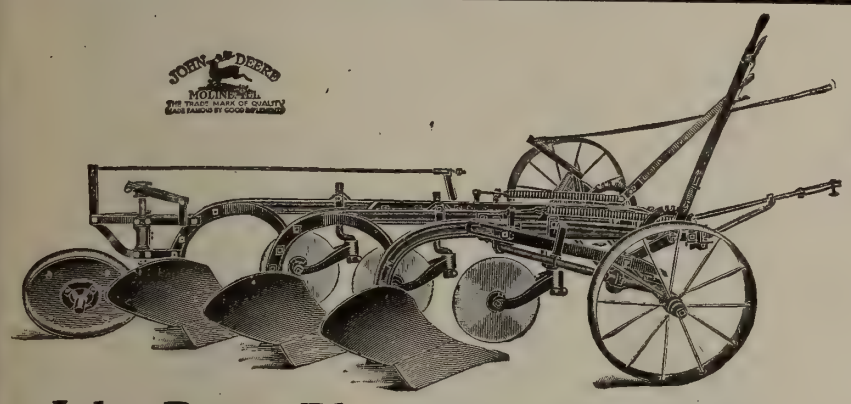
G. P. 15C Plow

Combination Stubble & Breaker Plow

This Plow, with the exception of the landside, is our regular G. P. 15 general purpose plow, furnished with a Breaker Moldboard and share of the Deere Prairie pattern.

Very serviceable and economical in a new district.

We Want to be Represented in Every Town. Write Nearest Branch House

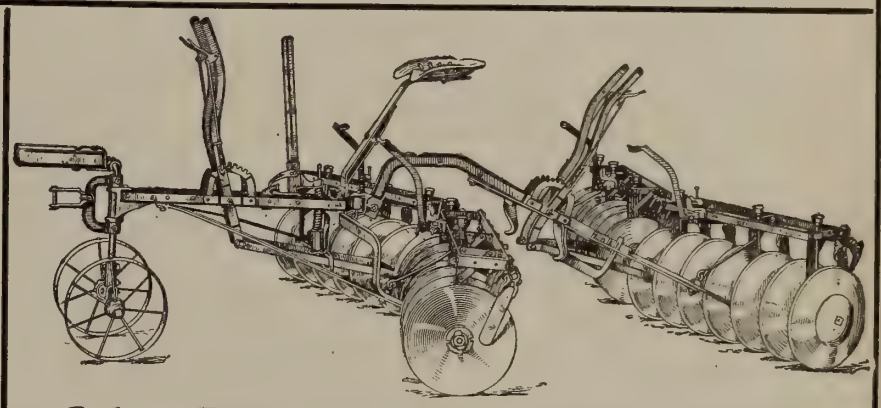


John Deere Plows for Light Tractors

BUILT TO ACCOMMODATE ANY SIZE TRACTOR.

THE LIGHT TRACTOR PLOWS WITH HIGH AND LEVEL POWER LIFT AND QUICK DETACHABLE SHARES.

The ever increasing demand for the John Deere tractor plow is caused by its work in the field. Write for catalog.



John Deere Double-Action Engine Disc Harrows

Increase your business and profit by advocating the use of double-action disc harrows with tractors. It does not pay the farmer to use a single-action disc harrow with a tractor.

We can supply in 8 or 10-foot sizes. Write for Catalog.

Sell The Line of Quality—The John Deere Line

John Deere Spreader

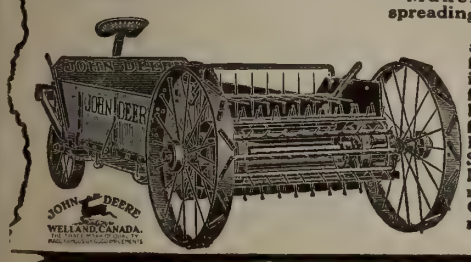
The Spreader with the Beater on the Axle

Mounting the beater on the axle simplified the construction, eliminated troublesome parts and made possible a successful low-down spreader with big drive wheels. There are no shafts to get out of line, no chains to cause trouble, and no clutches to adjust. The only spreader with beater and beater drive mounted on axle.

Low down, with big drive wheels out of the way. Easy to load.

Revolving rake, driven by manure moving toward the beater—no bunching of manure. Ball bearing eccentric apron-drive—a new and exclusive driving device.

Makes uniform spreading certain.



Wide spread attachment for spreading seven feet wide can be furnished for the John Deere Spreader. No chains nor gears. Quickly removed.

MR. DEALER

You are this minute thinking to yourself, "I wish I had something different to the other fellow to offer my farmer friends, something with a 'GO' to it that will help sell itself."

You realize that your success in selling depends upon the kind of an implement or buggy you handle. It must not only be up-to-date, but have quality. Stop and think!

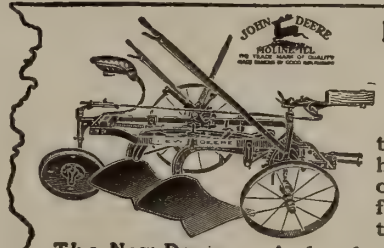
The John Deere Spreader with the Beater on the axle—is different!

John Deere Quick Detachable Shares—are different!

Plugless Wrought Iron Buggies—are different!

The whole JOHN DEERE LINE has the quality, is original and has the selling points.

Why look further?



New Deere Light Draft Gang Plow

The New Deere Gang is the most widely used plow of its type.

It is light draft, durable and is equipped with John Deere bottoms, known all over the world for superior work, easy scouring and light pulling qualities. It cuts and turns full width of furrow.

A simple, practical foot lift and auxiliary hand lift lever—easy to raise bottoms out of the ground.

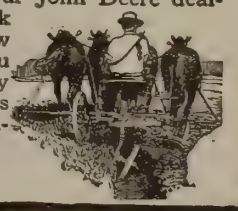
John Deere Quick Detachable Shares—great labor and time savers. Share can be taken off easily, only one nut to remove.

For twenty years the New Deere Gang has had the good opinion of enough farmers to make it the one best seller—

And, today, it is the same plow it was twenty years ago, with the usual minor refinements added.

Correct in design, always representing the highest development of the plow-maker's art, the New Deere Gang is a leader, and has been every single year for twenty years.

Go to your John Deere dealer's and look this plow over—you will readily see why it is such a popular plow.



JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

(Continued from page 18.)

plement dealers, at Winnifred. He had carried on an implement business at Winnifred since 1908, and was a man of honest and upright character, highly respected in his community. Deceased was only 35 years of age.

Bert Conway, the implement distributor at Regina, paid us a visit when in Winnipeg recently. Mr. Conway says that trade is excellent in Saskatchewan territory, and that he has recently received a carload of Viking cream separators for distribution to dealers. He also reports good sales of his line of Ford truck bodies.

The Evinrude Motor Co., of Milwaukee, manufacturers of rowboat and canoe motors, have increased their capital stock from $350,000 to $600,000. They will also engage in the manufacture of internal combustion heavy oil engines, and will build a large engine plant in Milwaukee to take care of this end of their business.

The Ford Tractor Company, of Minneapolis, recently incorporated in Canada under the name of the Ford Tractor Motor Co. Uncle Henry Ford is peeved over this usage of his cognomen, and will take legal steps to prevent the use of the name adopted by the tractor concern, which is stated to be incorporated under Ontario laws with a capital of ten million dollars.

Phil H. Noland, division sales manager for the John Deere Plow Co., at Kansas City, has been appointed European manager for Deere & Co., Moline, Ill., and will assume his new duties at once. After three months in the factories at Moline, Mr. Noland will sail for Europe. He will spend about eight months of each year in Europe, and the balance in Moline. Permanent quarters will be maintained in Europe, the location as yet being undefined.

Constructional Features of Happy Farmer Tractors

The Happy Farmer Tractor has been in successful use for some time, and has given good results wherever used, according to reports from its makers. This light tractor was designed and built to meet the exacting requirements of the average farmer, or the man who is barred from purchasing a large tractor either on account of his acreage or because of the high cost of such machines.

In the original Happy Farmer, the Model A, gasoline fuel is used, but kerosene can be burned by utilizing a special attachment which is furnished. Producing 16 h.p. at the belt, at 750 r.p.m. the drawbar pull developed is 1,600 lbs., at about 2¼ miles per hour, with two plows. A few of the constructional features from the specifications are: Engine, two-cyl. opposed horizontal type; 4-cycle, L-head design, with 5-inch bore by 6½-inch stroke. The crank shaft is drop forged, high carbon steel, heat treated with all bearing surfaces accurately ground. The hollow piston pin is made of high grade steel, hardened and ground, while the connecting rods, of I-beam section, are drop-forged from tough carbon steel, double-heat treated. To adjust the connecting rod bearings it is only necessary to remove the under crank case. The engine is water cooled by a centrifugal pump. It is equipped with a Bennett air cleaner as regular equipment. Standard sight and force-feed lubrication, four point suspension, and a flyball type governor operating on the butterfly valve in manifold are other constructional features. The transmission gears are cut steel, enclosed and dustproof. The double drivers are 56 x 10-inch, and the guide wheel 31 inches diameter. The tractor is self-steering. There are only two levers, clutch and reverse, the clutch being of the wood shoe expanding type. The main drive gears are in four interchangeable sections, while the ball pinions are of the roller gauge type. A universal hitch eliminates side draft from the machine.

The Model B machine handles three plows and uses kerosene as fuel in a twin-cylinder horizontal engine, cast en bloc, 5¾-in. bore, 7-in. stroke. It develops 24 belt horse-power at 750 r.p.m., giving 2,000 lbs. pull on the drawbar at 2¾ miles per hour. A force-feed lubricator, die cast bearings with reinforced backs, overhead valves, 2⅝ inches diameter, Atwater-Kent ignition with automatic spark advance, and a sliding gear transmission, enclosed and running in oil, are other features in this model. The steering is automatic from the furrow wheel; foot brakes in the differential enable the tractor to turn a square corner either to right or left. This model is fitted throughout with Hyatt Roller bearings, giving a very easy running design. Both models have strong, unbreakable cast steel frames. Full particulars may be obtained from the J. D. Adshead Co., Curry Block, Winnipeg, who are Canadian distributors for these tractors.

The Ability of the Tractor

The experience of tractor owners is the most reliable evidence of the tractor's success. From the United States government report on the tractor situation in Illinois, farmers state that the ability of the tractor to do the heavy work and do it quickly, thus covering the desired acreage within the proper season, was considered the principal advantage. The saving of man labor and the doing away with hired help was placed next. Ability to plow to a good depth, especially in hot weather, was placed third, while economy of operation and the displacement of horses were placed fourth.

Hero Manufacturing Company Reorganized

J. S. Menzies, president and general manager of the Stewart Sheaf Loader Co., Winnipeg, has purchased a controlling interest in the Hero Manufacturing Co., makers of Hero fanning mills and other lines. There is a complete change in the directorate and management of the concern. None of the former directors hold office under the new regime, the reorganization involving a sum of around fifty thousand dollars.

A. L. GEORGE,
Manager, Hero Manufacturing Co.

For several years the Hero Mfg. Co. has had financial difficulties and has been unable to manufacture mills in sufficient quantities to supply the demands of the trade. Under the new management, with increased capital and new blood, we are assured that the Hero Mfg. Co. will be in a position to take care of all contracts and obligations which they may make. Dealers can be assured that their contracts will be promptly and satisfactorily filled, while it is stated that the former high standard of quality of Hero mills will be maintained. The reorganized concern will manufacture Hero fanning mills, grain tanks, water tanks and other specialty lines which directly appeal to the dealer .

The officials of the new organization are as follows:

President: J. S. Menzies; directors: G. A. Thompson, J. S. Menzies, Edwin Loftus; secretary: A. L. George.

The manager of the reorganized Hero Manufacturing Company is A. L. George, whose photograph we reproduce herewith. Mr. George was born near London, Ont., in 1886, and attended the public schools, collegiate and business college in that city. He entered business with the Stevens, Turner, Burns Co., of London, continuing with their successors, the Empire Brass and Foundry Co.

After serving these interests for five years, in 1909 Mr. George joined the staff of the Spraymotor Co., of London, Ont. Two years later he came West, for four years covering the Western provinces as a salesman. Some eighteen months ago he was appointed manager of the Eclipse Engine and Boiler Supplies Co., Winnipeg, which position he held until he recently accepted the management of the Hero Manufacturing Company.

A progressive business man with a thorough knowledge of Western Canadian conditions and a concise knowledge of the needs of the trade in this territory, Mr. George should fill his new post with credit to himself and his organization. We welcome him to his new sphere of action, and feel assured that he is exceptionally well qualified for the important position he now occupies.

What is the Implement Retailer?

He is a tangible asset to any community, an authority on the goods he sells; and what he sells in the implement line in his territory he knows is what that territory requires. He brings from the far-away factory virtually to the farmer's door the latest and best in machine construction and design. On his floor he has the goods for inspection and comparison—the farmer sees before he buys.

When he sells an implement his interest in it does not end there; it must make good in the field because he has to sell other goods to the same man. Satisfactory service is essential to his success as a dealer. He carries repairs for the goods he sells—and gives prompt service during the busy season when time means money. For this service the customer should not begrudge a straight cash payment.

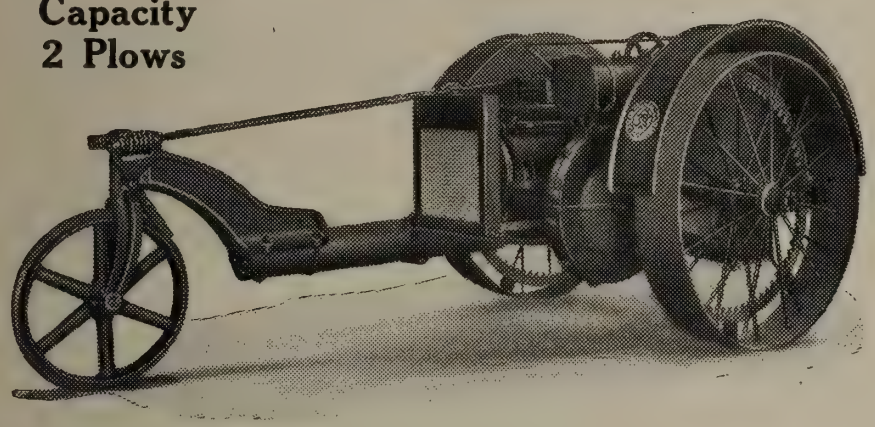
The implement dealer is always at the farmer's back—adding to the manufacturers' guaranty his own. He is a very real commercial necessity in every community, and he will yet be more appreciated as the farmer realizes the lack of service which is found in any other scheme of machine distribution.

Happy Farmer

8-16 H.P. Tractors 12-24 H.P.

Make Happy Farmers Happier and Good Dealers Better, Wherever Known, Sold and Used. Built Right—Priced Right—Work Right

Capacity
2 Plows



Happy Farmer Tractor
MODEL "A," 8-16 Horsepower

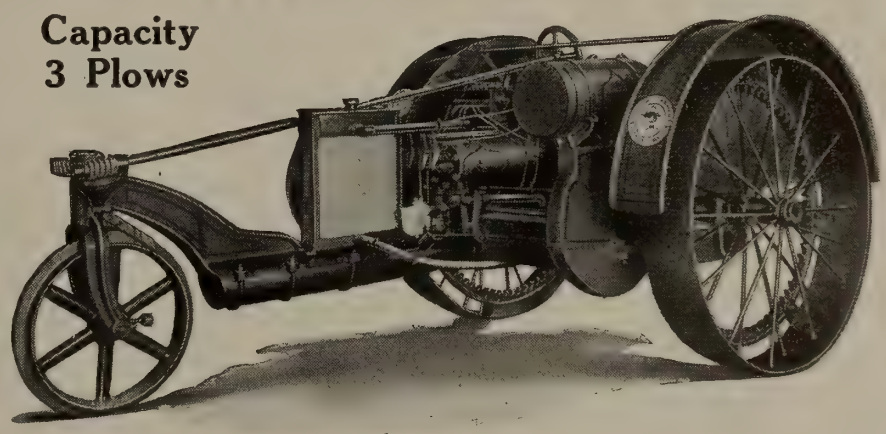
The Greatest Little Tractor in the Field. Dry, wet, level or hilly ground make little difference to the Happy Farmer. On the belt has actually done, in numerous instances, more and better work than other tractors of even 50 per cent higher rated power. Guaranteed drawbar pull, 1,600 lbs.; 88 per cent of weight on drive wheels. Double drive on two 56x10 inch drivers. Self-guiding; unbreakable cast steel frame; two-cylinder opposed engine burns kerosene with special attachment. Regularly equipped with Bennett carburetor and air cleaner. Universal Hitch—no Side Draft. Simple and Light construction; perfect balance.

Happy Farmer Dealers Have Little Competition. If you want to get into the Tractor Business this Year Write us within next 30 Days

Happy Farmer Tractor
MODEL "B," 12-24 Horsepower

The Tractor Sensation of 1917. Uses kerosene or distillate in the most perfect kerosene burning engine ever designed. Equipped with HYATT ROLLER BEARINGS THROUGHOUT, in dust-proof cages. Sliding gear transmission runs in oil. Swinging drawbar—no Side Draft. Guaranteed drawbar pull, 2,000 lbs.; automatic steering; foot brakes on differential enable tractor to turn a square corner, right or left. Drives from two 56x10 inch wheels. The Model "B" is proving itself the Leader in the Light Tractor Field. For field or belt work it outclasses any Tractor sold at anywhere near the price.

Capacity
3 Plows



Happy Farmer Tractors Cost Less—Pay the Dealer and Farmer Better and Give Satisfaction to Both. Models of Strength and Simplicity—Any Farmer Can Afford One

We Handle a Complete Line of Grain Separators in all Sizes, also Light Tractor Moldboard and Disc Plows

Delay Means Your Competitor's Gain and Your Loss. Get in NOW.

J. D. ADSHEAD COMPANY, LTD.

References: Bank of Montreal

221 CURRY BLOCK (Opposite Post Office) WINNIPEG, MANITOBA

Individualism or Co-operation

The future of the retail implement business will be just what the individual dealer makes it. If only every individual dealer took enough interest in his own affairs to become a member of his provincial association what would be the possibilities for bettering the trade? What a front could be presented by the dealers to any problem, however important, if only dealers were consolidated in one strong body. As one organization enthusiast said:

"While our work may mean personal gain to every implement dealer, yet it means more. It means that we will all be in a better position to serve the trade tributary to us, as well as serve it better, for in guarding our own interests, we are also guarding the interests of the farmers, our customers, and no dealer or merchant is entitled to trade only in proportion as he serves his community."

Time was when piracy was a common feature in the trade. Dealers got out of their own territory, and made prices and terms that would be ruinous were they applied to the trade in general. In this regard conditions are much improved. One of the most baneful features, however, has been that where the larger interests got so anxious to put their goods on the market they forgot the question whether there was room for another house in the community, whether there was a chance for the man they sold to to make a success or not. Finding a man without any business experience, but with some money at his command, they at times induced him to enter the business. His chances of success were not one in twenty. His knowledge of the cost of doing business was nil, and he generally thought that every dollar he got above the wholesale price was that much profit.

In the betterment of this condition alone, associations of implement dealers have done and will do much good. The association dealers, bound together in distinct bodies, can take such dealers in hand, get acquainted with them and show them that success for one means success for all, but that while business is competitive it is not competitive to the extent of eliminating legitimate profit.

Yet too many dealers ask the old question: "Am I my brother's keeper?" They reckon that the new man should hoe his own row and work his own salvation through sad experience. We are our brothers' keepers, and our community is dependent upon us not as an individual but as one of the essential parts of that community. As dealers we must operate as a unit. It is only logic for dealers to get together, to combine for the purpose of solving problems incidental to their business.

We believe in the small town; we believe in the implement dealer. The dealer's way is the proper way of distributing farm machinery and equipment. The small town is of vital importance to our civilization, and we must perpetuate it. We are servants of the public and the servant is worthy of his hire. We justify our existence as dealers by the service we give, and if as dealers we associate for the common good of the business of retailing farm machinery, in the end our communities will benefit by our co-operation, and we with them.

Ignorance and the Threshing Outfit

A Canadian writer in the "American Thresherman" touches upon a side of the threshing machine business all too rarely enlarged upon. He describes how two men, with no experience but with "gall" developed to the *n*th power, purchased on time a complete 22 horse steam tractor, a separator and a sawmill. The duo, after an unavailing effort, hired a licensed engineer to detrain the outfit and run it out of town. After consuming several bottles of liquid joy, they started out, and being somewhat bleary, ditched the engine at one side of the road and the separator at the other.

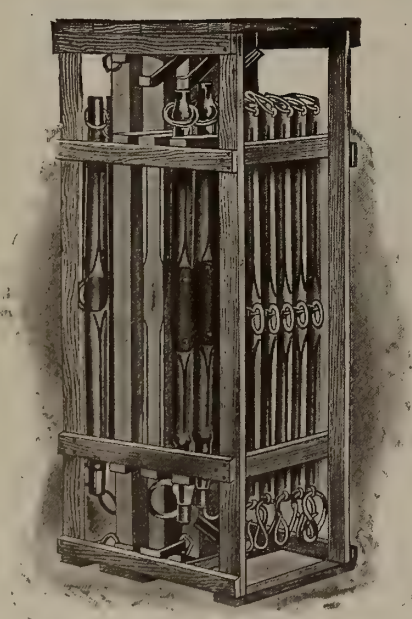
This done, they adjourned to an hotel (this was in pre-prohibition days) and consumed more liquid ambition! Next day they hired a tractor and got the outfit hauled out of the ditch, departing on their eventful career.

The writer later learned of their progress, it being evident that with good luck they averaged about three hours' work daily, unless the flues blew out, or the injector failed to work. They never washed out the boiler or cleaned the flues, while the boiler was choke full of mud. With much luck the "season" was finished, and when pulling for home these "threshermen" let the separator slip off a grade, turn turtle and lie there for eight months! Shortly afterwards the machine company repossessed the whole outfit, besides several incidentals.

In closing, this writer says, and truly: "Much has been written accusing the machine companies of harsh treatment of customers, but in this particular instance the writer is in a position to know that the company from whom the machinery was purchased provided the buyers with every opportunity of making good, but without avail. It is possibly true that many of the failures in the threshing game have themselves and their insane methods of 'business' to blame, rather than the sellers of the machinery."

We wonder how many agents for threshing machinery could duplicate this story? Yet legislation was passed to protect just this class of fool who ruined a perfectly good outfit.

Show the district what an up-to-date stock looks like.



Steady Sellers!

ACKLAND'S PAINTED WOODS

Agricultural and Plow Sets
Wagon Sets Eveners
Reaches and Tongues
Buggy Poles and Shafts

ALWAYS SELL
ALWAYS BRING OTHER SALES!

Send in Your Rush Orders for
"CRESCENT" Duplicate Shares

Large Stock, Prompt Shipment, Satisfaction

ASK US FOR CATALOGUE NUMBER FOUR

The Best Place

D. Ackland & Son, Limited

Calgary
Edmonton

TRADE A&S LTD MARK

65-68 Higgins Ave.
Winnipeg

The Best Goods

STOVEL CO. LTD.
WINNIPEG, MAN.

Quality in Engine Fuel

Gasoline, like all petroleum products, is a complex mixture of a number of hydro-carbons, these varying greatly in proportions and having different boiling points. Consequently, the possibility of the variation in the liquid commercially classed as gasoline is practically infinite. In determining the utility and commercial value of a gasoline volatility or the power of distillation is the most important factor.

From a number of engine tests of different gasolines, the amount of power developed by the different samples did not differ more than 10 per cent. In fact the mean average was only 2.1 per cent. All gasolines can, under properly regulated engine conditions, be made to develop about the same amount of power. This indicates that claims made by engineers for the superior power-producing qualities of their gasolines are largely without foundation. All gasolines may not be equally good, but it is certain that, in some instances, inflated claims are made for the number of miles obtainable from one gallon. Any difference possibly lies in the fact that some gasolines give maximum efficiency over a wider range of engine conditions than others.

The main fact is that if the operator of the engine or automobile takes care of his engine, he can get almost as good results out of a cheap gasoline as out of expensive high-test products. Many motorists and engine-owners have already discovered that high-test fuel is unnecessary, and that they can get very efficient service out of home-made blends of gasoline and kerosene.

Results of tests fully show that highest gasolines are slightly, if at all, superior to the cheaper products as regards power development, and then only on a weight basis. The newer designs in engine construction have largely tended toward making possible the use of gasolines that are more difficult to vaporize.

Proper care and adjustment of the engine, either auto or stationary, makes unnecessary the use of a high-test gasoline. If the engine is efficient in design, and if the operator is moderately skilful, he need not purchase the more expensive, lighter grades of fuel.

The Property Statement

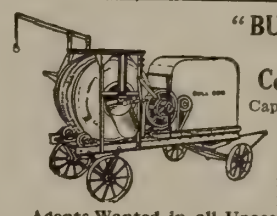
The importance of credit in commerce lead to the development of an intelligent credit system, and in the granting of credit it has more and more become necessary for the credit manager to have the co-operation of the seeker of credit—the retail merchant.

Through a process of evolution this has lead to an increasing demand for an intelligent property or financial statement. The value of such statements has been increased by the fine spirit of co-operation which is becoming more and more apparent between credit grantor and credit seeker. A few years ago it was a rare thing for a merchant to voluntarily submit a property statement to his creditors. To-day we find an ever-increasing number who send a copy of their statement to their principal creditors at the completion of each year's inventory.

The merchant is wise to take the opportunity of showing those most vitally interested—apart from himself—in his business the progress that business has made. He realizes that the credit man is anxious for him to succeed, for the success of the business the credit man represents depends entirely upon the success of the customers to whom he extends credit. Any suggestions offered by the credit man will be only after a thorough and unbiassed perusal of the actual conditions shown on the statement. Such statements are no club directed against the retailer. He gets goods—which mean money—on credit. Were he to negotiate a loan from the bank to pay cash for the goods, his affairs would undergo a similar examination before he would receive the financial accommodation requested.

It would seem that, in many lines of business, the day is not far distant when credit will not be granted to any but those who are able to offer an intelligent statement of their financial affairs. As his credit undergoes scrutiny, so will the retailer be more prone in the future to carefully scrutinize the grounds upon which he extends credit to his own customers. In this regard alone he will benefit by the institution of credit determined upon financial stability.

Time to locate prospects for individual threshing outfits.



"BULL DOG" LONDON Concrete Mixer

Capacity 50 cubic yards per day. Price $325 complete with gasoline engine. Pays for itself in 20 days' use. Built to last a life time. Send for catalog No. 1 B.

Agents Wanted in all Unoccupied Territory

LONDON CONCRETE MACHINERY CO.
Dept. K, LONDON, ONTARIO
World's Largest Manufacturers of Concrete Machinery

The "LISTER" Ideal Thresher

The Best Individual Outfit for both Dealer and Customer
Don't Make a Decision Until You Investigate This Thresher

BEST To Sell

Made in Two Sizes: Power Requirements, 7 to 17 H.P.

SIZE OF SEPARATOR, 22 x 32. HORSE POWER REQUIRED, 7 to 10 H.P.
SIZE OF SEPARATOR, 26 x 38. HORSE POWER REQUIRED, 14 to 17 H.P.

BEST To Use

The "LISTER" Combination Thresher is the Dealer's Big Opportunity. Its reliability, performance, reasonable price, and capacity for perfect threshing under all conditions appeal to every farmer. TWO MEN handle this outfit with ease. In finish and efficiency our separator equals the biggest and best separator sold. Six-wheel (patented) truck eliminates all vibration. If you want to represent us—Write NOW.

Get Our Agency Offer on PEORIA Kerosene Tractors

OUR LINE INCLUDES:

"Lister" and "Canuck" Gasoline Engines, Peoria Kerosene Tractors, 8-20 H.P., Grain Grinders and Crushers, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Ensilage Cutters, Silos, Sawing Outfits, Combination Threshers, Pumps, Pump Jacks, Power Pumping Outfits, etc., etc.

R. A. LISTER & COMPANY, LIMITED

WALL STREET, WINNIPEG, MAN.
ST. JOHN, N.B. TORONTO QUEBEC

Going After Tractor Trade

The tractor in itself is useless as a farm machine. Its utility comes from its use as a power for driving other machinery. When the tractor first appeared its utility was limited because the machines which it was designed to operate were poorly adapted to mechanical power. But as the tractor advanced in popular favor and as the abstract idea of mechanical power became more deeply rooted the attention of implement manufacturers became concentrated on the task of adapting their tools to tractor power.

From the dealers' standpoint, the resale price of the tractor must carry a liberal allowance for its agent. Unless a decent margin is offered, the dealer could not materially increase his profits so as to make tractor business worth while. Time will prove that unless he gets a decent percentage the dealer will abandon such agencies as will not justify the expenditure of time, energy and money required to make the tractor satisfactory and profitable in the hands of the user.

It can be taken for granted that the tractor will never entirely displace the horse, but tractors will increase in number rapidly for the obvious reason that they can do work which horses cannot do, and do it more cheaply. It is evident that the time has come when the farmer must of necessity count the cost of production, decreasing his expenditures and increasing income.

Decreasing Farming Expenses

About the only avenue at the present time for him to decrease his expenditures is in the matter of power. His man labor, because of labor shortage, costs him more than it ever did before. This is also largely true of horse power, owing to the increase in cost of feed and the price of horses. The only way he can increase his receipts is to grow more bushels on an acre of land. This means he must plow deeper, plow earlier and farm better. The average farmer has undoubtedly done about the best he could with horse power, so that in order to improve his methods he must have a more economical and efficient power to accomplish his purpose.

With a tractor, plowing is possible when the ground is too dry to turn with horses. It will turn a deeper furrow, and work day and night if necessary. It will increase the wheat yield by making late summer and early fall plowing possible. It will save the soil from washing and will prevent drouth by making deeper plowing possible so that more of the moisture that now is lost may be absorbed.

The Machine to Sell

So far as the dealer is concerned the tractor to sell is a standard machine that has passed the experimental stage and made good. It is a wise policy to carry a sample through the winter and then again before harvest time. The dealer should thoroughly acquaint himself with the machine so that he can explain its features in a way the customer readily understands. Post yourself on facts based on the actual use of tractors so you can show and convince your customer that with proper care and attention it can do heavy field work in much less time and at much less expense than it can be done with horses and hired men. Show him that your machine will earn its keep doing belt work for which he is now paying some other man.

It is a good policy for the tractor dealer to give demonstrations at least once a year, showing the tractor in the various lines of work, as plowing, threshing, pulling implements, etc. Educate the customers by a series of personal letters, setting forth the advantages of using tractor power. Compare its upkeep cost with that of horses.

We believe that for some time to come it will be necessary to sell tractors on time payments. When you have a good prospect take a tractor and plow or some seasonable implement out to his farm and give him a practical demonstration, allowing him to handle the machine himself. When he is convinced of the economy, efficiency and labor-saving properties of the tractor he will rarely hesitate signing an order. Talk tractor service, that you are available to be of assistance when such is required. That factor will be found helpful in closing the deal.

Factors That Lead to Success

In an address to a dealers' convention, Floyd R. Todd, of Deere and Co., stated that, in the last analysis, the importance of the dealer to the manufacturer is in direct proportion to his importance in his own community. The dealer, contended Mr. Todd, should select the best line of goods that he can find, the standing and merit of which is unquestioned. He should so thoroughly familiarize himself with his business that he becomes a specialist in his line. In order to give the service to his customers, the following features are essential to the successful business:

A good location should be secured, and a good sample floor instituted on which the goods can be well displayed. The floor should be kept clean and all the goods set up and carefully adjusted so that they may be easily exhibited. The dealer and his staff should be fully educated to the merits of the various lines so that they may explain them readily to the farmer.

Knowledge of how to expert the line is essential. The dealer or his help should be able to remedy any trouble in adjustment so that no delay may be necessary in getting expert help from the factory or jobber.

A stock of goods should be carried, properly diversified and in sufficient quantity to meet the demands of the trade. By this means prompt delivery of properly adjusted machines is assured. The dealer should keep in touch with improved farming methods, the progress of soil culture, the development of new implements, the changes in farming methods and the implements adapted to these methods. By so doing he becomes an educational force in his community, bringing about new ideas, larger production and more profitable crops.

A list of all the farmers in the territory should be kept to whom either he or the jobber of manufacturer may send out advertising matter. He should also conduct his business that the farmer may be induced to buy at home, and should sell his goods on a basis which will bring him the financial assistance essential in carrying on a successful business.

Keeping in touch with the trade is important. The dealer should do his own canvassing; build up the goodwill of his business through personal contact and his acquaintanceship with the farmers and the creation of a condition of mutual respect and confidence.

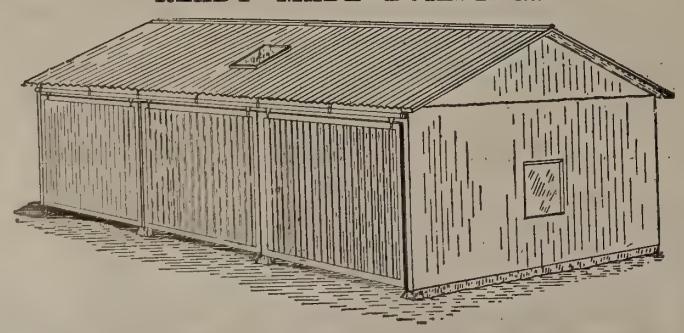
No customer should be discriminated against from a price standpoint. One man's money is as good as another's. One price for cash; another if necessary where goods are sold upon time, but goods should not be sold upon time even at the higher prices unless interest is secured on the deferred payments.

Local advertising is necessary to keep the farmer in touch with the merits of seasonable tools. Lastly, the dealer should keep up-to-date; read his trade paper; support and belong to his trade association and be prepared to help his brother members in it.

"SAFETY FIRST" ON THE FARM

Protect your Machinery and Implements from fire and weather in one of our

READY MADE BUILDINGS



Manufactured in various styles and sizes suitable for farm conveniences. Write for Booklet and Prices to

The Metal Shingle and Siding Company, Ltd.

SASKATOON WINNIPEG CALGARY

ADAPTABLE TO ANY WAGON!

The Wagon Loaded

FOR QUICK, EASY SALES HANDLE

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEAT

Going Home

Strong, light and durable; carries 600 lbs. with ease. Takes up no box space. Low-set—gives full control over the team. Every seat guaranteed. The price is very reasonable, and every farmer is a prospect. Order your next shipment of wagons without seats, and supply your customers with a Lloyds Spring Seat. Let us quote you on any quantity.

Wawanesa Wagon Seat Company

WAWANESA, MANITOBA.

The Deere "One-Team" Tractor

Notwithstanding the great and increasing activity in the manufacture of farm tractors, and the corresponding increase in the number and variety of machines produced, there is still a neglected demand for one much-needed implement, viz: a real motor cultivator, produced and marketed at moderate cost by a responsible manufacturer.

We are pleased to say that we have recent information leading us to believe that the demand will not long remain unsupplied. Deere and Company, of Moline, Ill., are said to have practically perfected a motor cultivator, unique in principle and design, and which, in addition to cultivating corn and other row crops, will do substantially all of the farm work ordinarily done by a team, and in addition furnish belt power for driving farm machinery, just as an ordinary stationary engine of from six to eight horse-power would do.

In this unique machine, the operator rides on the cultivator. The driving mechanism is behind, and is guided and controlled through, and by means of, the cultivator. In other words, steering the cultivator through the shifting of the rigs automatically steers the propelling mechanism. If the cultivator is deflected to or from a row of corn, the propeller automatically follows it. The driver is not obliged to control two machines. He simply shifts the rigs in the ordinary manner and the machine "does the rest." The device is entirely practical, and indeed dodges offset hills and follows crooked rows better than the ordinary horse-drawn tool, and turns around in less space at the end of the row.

Incidentally, the machine, as stated, is arranged to do a considerable variety of farm work. It pulls as well as pushes, handles a drag harrow, small grain drill, mower, single plow, etc.—in short, anything that can be done with one team. The cost to the farmer will approximate that of a good span of horses. It is called the John Deere "One Team Tractor." It is needless to say that the newcomer will receive a hearty welcome from the trade, and Deere dealers will find it a valuable addition to the famous line.

Automobiles in Saskatchewan

The automobile licenses issued in Saskatchewan during 1916 show a very large increase in the number of cars in use in that province. A total of 15,680 number plates were sent out, as compared with 9,570 in 1915. Of these in 1916 there were 7,548 new licenses, and 8,132 renewals. In 1915 there were only 4,106 new and 5,464 renewals. The license department in that province points out that the number of peddlers' licenses issued is greatly in excess of any previous year. These peddlers are not, we believe, wanted in the agricultural communities, and they are a feature which could be greatly curtailed in the province.

Teaching Agriculture in the Rural School

Agriculture will be ultimately taught in every rural school, but so far the teaching of this subject in the rural school is in a somewhat hit-or-miss fashion. Prof. P. G. Holden, director of the agricultural extension department of the I.H.C. points out the necessity of educationalists rotating the subjects so as to prevent skimming and repetition. This will sustain interest and keep the subject alive. The professor says:

"The teaching of agriculture in rural schools never will be a success so long as we teach the same thing over and over again, year after year." He also advises starting with a few of the best teachers, gradually extending the teaching of the subject in the proper way and by expert means. Iowa, Illinois and Oklahama have found the scheme successful.

The Agricultural Extension Department of the International Harvester Co. are publishing a little pamphlet covering this important subject in a very thorough manner. A copy will be sent to any interested reader.

Size up your twine demand.

Standardization Wanted

Analyzing the ratings of 137 tractors, it is found that the largest number at any one rating was nine, while 56 different machines are alone in their classification. Of the 137 analyzed, 92 had four cylinders, 35 two cylinders, 8 one cylinder and two 6 cylinders. It is evident that considerable standardization is required in the tractor manufacturing industry.

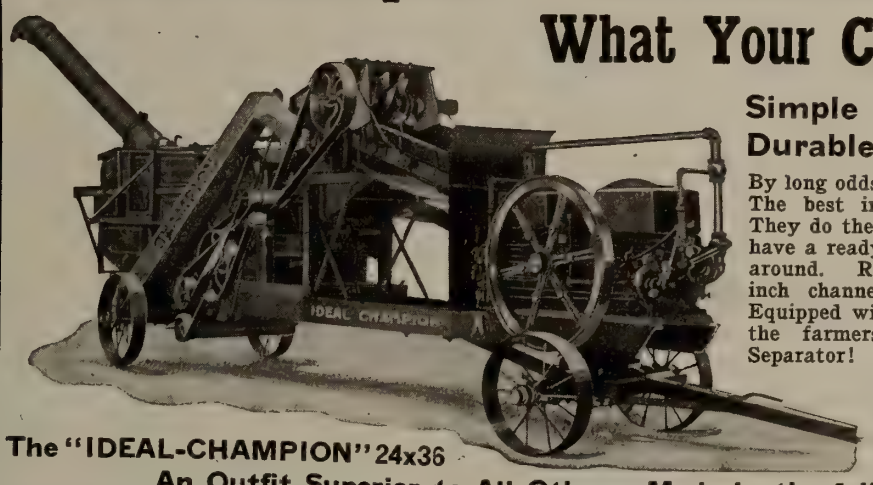
You Take Your Choice!

It is hard to say what one cannot get in the average West Canadian general store nowadays. The other day a travelling man with a weakness for a certain brand of cigarettes entered a store in a Saskatchewan town.

"Do you stock 'Mogul's'?" he enquired.

"Yes, sir; tractors or cigarettes?" replied the proprietor.

"Ideal-Champion" Combination Threshers---
What Your Customers Want!



The "IDEAL-CHAMPION" 24x36

Simple Strong Construction
Durable Low in Price

By long odds the best Individual Outfit you can sell. The best investment your customers can make. They do their threshing at just the right time, and have a ready-to-run, portable power plant the year around. Rigid construction. Easily moved; 8-inch channel steel frame, eliminating vibration. Equipped with the famous "Ideal" oil engines, and the farmers' favorite—the Waterloo Champion Separator! All engines have friction clutch belt pulleys and high tension magnetos.

Ask for our Liberal Agency Offer

An Outfit Superior to All Others—Made in the following Sizes only:

24 x 36 "Champion" Separator, Hand-Feed, 18 ft. Straw Carriers, 14 ft. Wagon Loader, and 12 h.p. "Ideal" Oil Engine
24 x 36 "Champion" Separator, Self-Feeder, Wind Stacker, 14 ft. Wagon Loader, and 22 h.p. "Ideal" Oil Engine.
28 x 42 "Champion" Separator, Hand-Feed, Wind Stacker, 14 ft. Wagon Loader, and 22 h.p. "Ideal" Oil Engine.

"WATERLOO CHAMPION" SEPARATORS—ALWAYS RELIABLE

THEY BRING PROFITS AND PRESTIGE TO THE DEALERS WHO SELL THEM!

GRAIN, TIME AND MONEY SAVERS

Grain is too valuable for your customers to waste any. They are going to insist on a separator that will deliver the grain, in marketable shape, in the sack—not the stack! Waterloo Champion Separators handle any kind of grain perfectly, regardless of conditions. Built in a wide range of sizes. We guarantee every part—Separator, Stacker, Feeder, Register or Engine to give entire satisfaction. You cannot sell better outfits.

The Big "CHAMPION" 40x62—Assures Clean Threshing

Dealers: Don't Delay. Ask for Full Particulars and our Proposition.

The Waterloo Manufacturing Co., Ltd.
PORTAGE LA PRAIRIE, MAN.

Goold, Shapley & Muir Co., Ltd.
WINNIPEG REGINA CALGARY

Washing Machines a Good Line

Labor saving machinery for the farmer is an everyday matter. The average farmer sees to it that he has the latest and best machinery that he can afford, yet he often forgets that his wife is working away by old-fashioned methods which are little less than drudgery.

In the average home there is no machine lightens labor for the women folk like the washing machine—especially the power washer.

Consider the low price of a power washer. One good hog will sell for enough money to pay for a machine. An ordinary flock of hens will soon lay enough eggs to enable the housewife to buy a power washer, or the cream from a few head of milk cows will answer the same purpose. Owing to its merits, coupled with its low selling price, the power washer eventually will be introduced into every farmer's home. Then there is the town demand to be reckoned with. It would be a difficult proposition to find an implement dealer who is located in a territory where power washer prospects are not numerous.

Here are a few facts that you will find valuable in talking to a prospective customer for a washing machine.

There are fifty-two wash days a year and an average wash day by hand is five hours or equal to twenty-six, ten-hour working days, equal to a workman's month. In twelve years' time the housewife has spent one solid year of twelve months doing nothing but washing. It has always been computed that the average family life is thirty-five years. If this is correct, then the women of the family spend three years work on washing.

We will grant that it takes almost as long to wash the clothes by a hand-power washer, but with a power washer, engine or motor driven, the time is cut in half and the hard labor eliminated, and the engine that operates the power washer can be used for a variety of purposes, such as pumping and grinding.

A good practical demonstration will convince most any woman that she needs a washing machine. These machines will not sell themselves. You cannot set one on your floor and expect sales to follow. But there are many ways to attract attention to your washer line—and you can effect sales to both the farmer's wife and the women located in your town. You can operate a washer in your show window, or better still place the washer on the sidewalk and have it working.

In connection with this demonstration, have an advertisement run that you will wash any article the housewife cares to bring in. A power washer equipped with a swinging wringer, and with a good clothes opening, and a machine that does not damage the finest fabric, is a line that you can sell with good results. The demonstration idea is invaluable in selling washers. Have you considered this line? If not, you should get in touch with the firms who handle this type of goods. It is a line that you will find both pleasant and profitable to handle.

Orders Await You

In Your Community there are hundreds of women who can be sold

I.X.L. WASHERS

The Farm Women's Favorite

Don't let this business get away from you. Be the dealer in your town to handle the Watson line of hand and power washers.

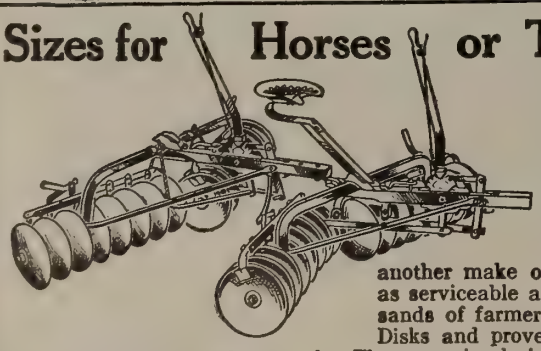
Satisfaction absolutely guaranteed with I.X.L. Washers. They run easier loaded than other washers do empty. Tub of the finest Red Cypress, finished like a piece of costly furniture. Large cover opening. Does not damage the finest fabrics. Have one on your floor—your lady customers will do the rest. Our power washing machines are the best made.

Ask for Literature, Prices and Particulars of our Hand, Power & Electric Washers.

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, MAN.

Sizes for Horses or Tractors



Use the Bissell Double Disk Harrows. They have great capacity for cultivating, and have made a record for working the soil better than other Disks—in fact, you won't be able to find another make of Disk Harrow nearly as serviceable as the Bissell. Thousands of farmers have tested Bissell Disks and proved them to have the "knack" for doing the best work. They are simple in design, durable and Built for Business. Write Dept. E for Booklet. Man'f'd exclusively by—

T. E. BISSELL COMPANY, Ltd., Elora, Ontario

94

The Twine Market

It is significant that on March 15, the International Harvester Company purchased 40,000 bales of Mexican sisal fibre from the Sisal Trust, for shipment at 16¼ cents per pound, Gulf ports, which means 16½ cents per pound in New York. This is the first purchase the harvester organization have made since the sisal trust advanced fibre prices to 16½ cents New York.

Prison twine quotations: Standard and sisal, 500 ft., 13 cents; 600 foot Manila, 14 cents; 650 foot pure Manila, 15 cents, can be held to be no indication of what twine prices by the large producers will be. In 1916, the U.S. prison plants quoted 8¾ cents on 500 foot, 11½ cents on 600 foot and 12½ cents on 650 foot, f.o.b. prison. The twine market authority, Cordage Trade Journal, points out that at these prices, even if fibre was bought at the lower price obtaining in October, 1916, it is barely possible that prison plants can cover their cost at the quotations made, despite their cheap labor.

That is evident when we consider that the prison's net carload for sisal and standard is four cents per pound **lower** than the current New York prices for raw fibre. With this crazy competition from the prison plants it is little wonder that in the United States the old twine manufacturers have been steadily reducing their production of twine, and increasing their output of rope.

As the market now is, it would be wisdom for the farmer to buy 600 and 650 foot Manila twine, but in the Manila fibre supply there is also a complex situation. It was estimated that in the middle of March there was 75,000 bales of Manila fibre on Pacific Coast docks and on the railroads to Eastern points. Docks were very congested since eastern railroads with embargoes in full force, would not handle fibre. As a result, manufacturers will not buy fibre for transcontinental shipment.

Warranty Law in North Dakota

The legislature of North Dakota recently passed a bill providing for an implied warranty in the sale of farm implements, and prescribing penalties for breaches of such warranty. This bill, in many respects, is like legislation which has been enacted in Western Canada.

It specifically provides that no selling contract modifying the implied warranty which the bill designates as a part of the contract of sale of such machinery, shall be valid.

In selling new machinery in the state a warranty is implied to the buyer that the machine is free from latent defects, manufactured properly, from good and substantial material, and that it is reasonably capable of doing everything claimed for it. No restrictions on a selling form can impair or waive the warranty, although the seller may make other warranties in addition to the implied warranty.

If a negotiable note is taken by the vendor in settlement and collection has been made, the seller is still firmly bound to the implied warranty, and the purchaser has right of action to recover, under certain conditions, in case of defects in the machine.

Baker in New Job

B. G. Baker, well known as "Barney" to the implement men of the Canadian West, has been appointed eastern sales manager for the Smith Form-a-Truck Co., of Chicago, a concern specializing in the production of truck bodies for Ford cars. Mr. Baker was formerly connected with the Rumely organization in the Canadian West, and for the past few years has been manager of the North Dakota branch of the Advance-Rumely Co., at Fargo, N.D.

New Tractor Concern

A new company organized and incorporated at Toronto is the Canadian Rein Drive Tractors, Ltd. The capital stock of the company is given as $1,000,000, among the organizers being H. J. Martin, C. Evans-Lewis and Thos. N. Poole.

Professors say that the Indians used plows. We claim they didn't. That's why they are Indians.

Engine Speed and Vibration

The development of the stationary and portable engine has led to a distinct division in type, namely the high speed, light-weight engine, as compared with the slow speed engine of heavier design. In comparing the two types, it is contended by many experts that the high speed engine is the most advantageous because it is less bulky, much easier to start, and less liable to wear and tear due to shocks and vibrations. Some engineers erroneously believe that shocks and vibrations increase the speed of the engine.

An eminent French engineer, comparing two sixteen horsepower engines, bases his data on two types. One is a single cylinder slow-speed engine, with a stroke of approximately 12 inches by 9 inch bore, the speed being 400 r.p.m. The other was a 4-cylinder high-speed engine, 1,200 r.p.m., with 4-inch bore and 5 inch stroke, or approximately so, as we must transform millimetres into inch measurement.

The Question of Concussion

Firstly, in a properly operated engine there should be no shock or concussion at the end of the stroke, as this happens only when play is left between the connecting rod and the crank, and between the crankshaft and its bearings.

There is, however, a certain shock at the moment of explosion which acts on the inner surface of the compression chamber and on the upper surface of the piston. The effect of this shock may be considerable when early ignition is exaggerated, and it occurs in all motors independently of their speed. At the moment of explosion a sudden increase of pressure is produced and is transmitted to the junction of the piston with the connecting rod, and to that of the latter with the crank.

Considering the pressure in kilograms per square centimetre, we will give the following data. Readers can readily transfer the figures to our Canadian units by the fact that one kilogram per square centimetre equals a pressure of 14.3 pounds per square inch. Following are the pressures on the reciprocating parts:

Slow-speed Engine—Maximum pressures, kilos per square centimetre, 9. Total pressure, kilos, 2,912.4. Ratio of total pressures, 3.81.

High-speed Engine—Maximum pressure, kilos per square centimetre, 12. Total pressure, kilos, 763.2. Ratio of total pressures, 1.00.

This shows that, as the sudden pressure on the connecting rod and crank is nearly four times greater in the slow-speed engine, than in the high-speed engine, the working surfaces in the two engines should be in the same ratio to each other, whereas they are relatively greater in the high-speed engine.

Considering Explosions

Further, comparing the two engines, the wear and tear of the parts is proportional to the number of explosions in the unit of time, and is represented by the product of the above ratio, 3.81, and by the ratio of the number of explosions per minute. Proceeding:—

Slow-speed Engine—Number of explosions per minute, 200. Ratio of above numbers, 0.333. Ratio of total pressures, 3.81. Ratio product of the above ratios, 1.26.

High-speed Engine—Number of explosions per minute, 600. Ratio of above numbers, 1.00. Ratio of total pressures, 3.81. Ratio prouct of above ratios, 1.00.

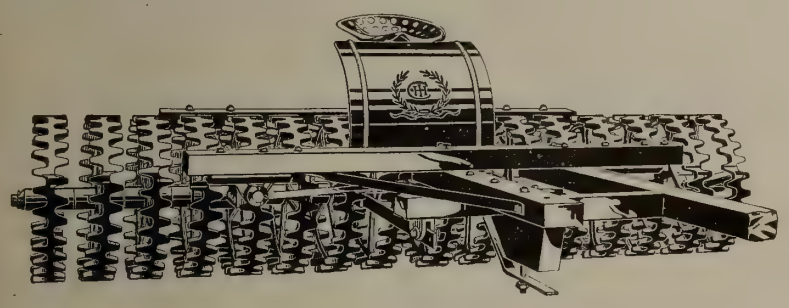
Here then is clearly shown the fact that the deterioration due to the effect of the explosions on the engine is 1.26 (1¼) times greater in the slow engine than in the high speed engine. The mass of a body multiplied by the square of its velocity, as applied to the working parts of the engine, which engineers claim is the factor producing vibrations and loss of energy, is 3½ times higher in the slow-

Mr. DEALER
Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

GET HIS PRICES BEFORE YOU ORDER

Brandon Pump & Windmill Works
BRANDON **MAN.**



A Simple but Necessary Tool For Dealers to Sell and Farmers to Use

A LAND packer, simple as it appears, must be built right if it is to last and do good work. All the details of good construction are carefully worked out in **International** land packers. The rims of the wheels are so shaped that they pack the soil firmly around the newly planted seed, yet leave a loose granular mulch on the surface that holds the moisture in the ground. The frame is exceptionally strong. Each wheel is independent of every other, allowing the packer to be turned easily on the corners of the field. The oiling system is simple and easily handled. Each wheel has its own removable bearing bushing which is easily replaced when worn, keeping the bearings like new all the while.

The **International** land packer is a necessity on many Western Canadian fields because it does at one operation what Nature requires days to do—it firms the soil around the field, and encourages early, strong germination. The tool is made in two sizes, 16 and 22-wheel, for use with three and four horses. Can be equipped with forecarriage. Dealers cannot afford to ignore the **International** land packer. Write now to the nearest branch house.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

BRANCH HOUSES

WEST: Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; N. Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST: Hamilton, Ont., London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

speed engine than in the high-speed design.

This is procurable by considering these factors in the two engines: Number of revolutions per minute, 400-1200. Velocity of piston in metres per second, 4.05-4.80. Square of piston velocity, 16.40-23.04. Area of piston in square centimetres, 323.6—63.6. Getting the product of the square of piston velocity by area of the piston, we have for the slow-speed engine, 5.307.4, and for the high-speed, 1,465.34. The ratio of these is 3.62, or, as given above, approximately 3½ times more vibration and power loss in the slow-speed engine.

Applying this method to the examination of the injurious effects of the vibrations of the connecting rod, it was found that these vibrations are seven times greater in the slow speed engine than in the high-speed one. The frictional wear is also greater in the slow speed machine.

From his exhaustive tests on the two engines, this French engineer, from every point of view, inclusive of the consumption of fuel, contends that the slow-speed engine is inferior in every respect to the high-speed engine of lighter design. Few tests of the respective types of engines have been so conclusive or have produced so interesting data as is here outlined.

Cushman Extend Premises

The Cushman Motor Works of Canada are extending their premises at Whyte Avenue and Vine Street, Winnipeg. A new metal clad storage warehouse, 66 x 40 feet, has been erected, which will further increase the already large storage facilities of the company for the lines they handle.

Twin City Separator Co. Purchases Property

Some two years ago the Twin City Separator Co., manufacturers of the well-known line of "Bull Dog" grain cleaning machinery, located in their present quarters on Quelch Street, Winnipeg. The company have now purchased this property, which has an area of about 500 x 130 feet. The factory building occupies a frontage of 63 feet, and is 120 feet deep. It is intimated that the price involved in the deal is in the neighborhood of $35,000.

P. J. Grout, the genial manager of the Twin City organization, announces that a new story, 50 x 50 feet, will be added to the office building, while a large steel-clad warehouse, 85 x 85 feet, has been added to the plant.

The business of the Twin City Separator Co. has gone ahead by leaps and bounds. At the present time the factory is turning out from 75 to 100 grain cleaning machines every day, in answer to a steady and ever-increasing demand from all over the Canadian West. Bull Dog fanning mills, and the Bull Dog wild oat separators are familiar to the majority of implement dealers. The popularity of these on our Western Canadian farms is endorsed by the farmer, who is assuredly showing a great buying interest so far as the Bull Dog line is concerned.

We Appreciate It

We recently received a novel piece of office equipment in the form of an 18-lb. shrapnel shell, from the plant of the Robt. E. Bell Engine and Thresher Co., Seaforth, Ont. and Winnipeg. W. R. Cole, local manager for the company, who recently visited the factories, reports how the Bell plant is busy helping to produce shells to blow the Germans out of France. Adapting part of their plant to shell production, the Robt. E. Bell organization have been turning out a large quantity of shrapnel and high explosive shells.

A Plow Made in 1847

The Parlin & Orendorff Co., Canton, Ill., recently discovered the existence of a plow built in the Parlin smithy back in the "40's." Thos. M. Stephenson, an old blacksmith, who though in his ninetieth year is still hale and hearty, identified the plow by a mark he had made on the landside with his chisel before the plow left the shop.

It is quite significant that the P. & O., which is celebrating its 75th anniversary, should locate one of its earlier products, and be able to associate the plow with the veteran blacksmith who made it. There was quality in the plow business—even in those early days.

Eastern Canadian Tractor Farming Demonstration

The third tractor farming demonstration in Ontario will be held near Toronto on September 18-21, 1917. Exhibitors' entry blanks are now ready. The entry fee for each manufacturer of tractors or tractor plows, $25; for disk harrows, drills, threshers and similar machines, $15; for accessory exhibits, $15; for publications soliciting business on the grounds, $10. Entry fees are payable 50 per cent on entry, and 50 per cent not later than August 1. All fees and donations will be used to defray the expense of conducting and advertising the demonstration.

Blanks and further information are available by addressing the Third Tractor Farming Demonstration, 8 Wellington East, Toronto, Ontario, Canada.

Happy Farmer Co. Moves Offices

On March 5th the general sales office of the Happy Farmer Tractor Co. was removed from Minneapolis to La Crosse, Wis. The company state that their business is growing by leaps and bounds, and that they are meeting a huge demand for Happy Farmer Tractors from all territories in the United States and Canada.

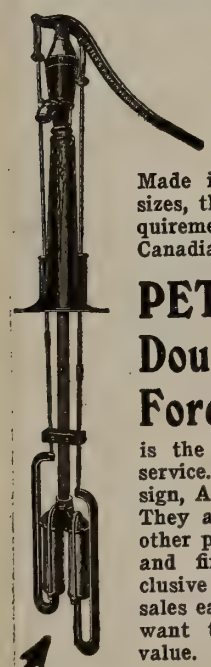
The display room and sales offices will be maintained as heretofore at 1203 Hennepin Ave., Minneapolis.

The Last of the Studebakers Dead

On March 16, J. M. Studebaker, known the world over as a manufacturer of vehicles, passed away at the age of 84 at his home in South Bend, Ind. He was the last of the five brothers who built up the great Studebaker wagon and carriage company, and at the time of his death was honorary president of the Studebaker Corporation. A son of John Studebaker, blacksmith and wagon maker, he was born at Gettysburg, Pa., in 1833.

After spending some time in California, he returned to South Bend and started a small shop in conjunction with his brothers. From this humble beginning was evolved the great Studebaker interests. The late gentleman is survived by his wife, one daughter and one son.

PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peter's Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

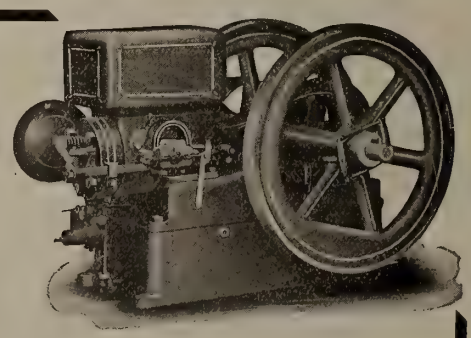
Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

MONEY-MAKERS FOR THE DEALER!

JUMBO Kerosene-Gasoline ENGINES



Cheap—Economical—Reliable—Durable

For Any Size Farm—3, 5 and 7 Horsepower

These are the Engines the average farmer wants. Simple in design, and develop full rated power on the lowest grade fuels. Jumbo Kerosene-Gasoline Engines have a throttling governor that gives steady speed under all loads.

ASK THE NEAREST BRANCH ABOUT JUMBO ENGINES

They have unique and distinctive features found in no other engine sold. Our gasoline-kerosene engines are mounted on an iron sub-base; ignition, Webster magneto. No fuel pump—steady fuel feed given at all loads. Every engine shipped ready to run. Get our prices. They meet any competition.

Manufactured by Nelson Brothers Company Saginaw, Mich., U.S.A.

WESTERN CANADIAN JOBBERS

Tudhope-Anderson Co. Limited

WINNIPEG REGINA SASKATOON CALGARY

Cashing in on the Windmill

There is little doubt but that windmill trade has been neglected to a considerable extent because of the attention paid of late years to Lady Engine. While the engine craze grew the patient old windmill stood back and waited. When the story of running expenses and high fuel costs became of some importance, it became evident that the windmill was coming back. No one can question the fact that a good windmill is the best machine ever made for pumping water on the average farm. And it is the cheapest pumping power. It will more than pump enough water to supply the household and stock tanks.

After the first cost of erecting the windmill, what expense is it to the owner? None at all. The wind is free. It is not measured by the gallon and quoted at 25 or 30 cents. The first cost of a windmill is its last cost, while the cost of gasoline in one year for an engine is a very considerable item.

Further an engine has to be started and stopped, and has a good deal of fussing over it. It has to be watched in operation, while the windmill will work on faithfully, untiringly and quietly, with little or no attention, for 10, 15 or 20 years.

The only argument that has ever been advanced against the windmill is the "no wind no water" argument. This contention is erroneous, for weather records prove that there are very few localities on this continent where the wind does not blow either during the day or night.

A Great Worker

In these days of self-governed and automatically controlled windmills and storage tanks, it matters not at all whether the wind blows during the day or during the night. When equipped with an automatic regulator or a regulator pump, the windmill performs its work while the farmer is at his labors about the farm, away to the village, or while he sleeps; it fills his tanks and then automatically stops. As water is used, the windmill automatically resumes pumping, continuing in this self-regulating manner day in and day out, year after year, affording an abundance of water for the stock, the lawn and gardens, and for household purposes—all this for practically a few pennies a year.

Every farmer is looking for tools and machines to make his work easier. The machine that will pump water all day without being watched and tended is a big saving in both muscle and time. It takes nearly as long to properly water stock, pumping by hand, as it takes for the rest of the barn work all together. In these days a good windmill practically takes the place of one farm hand.

A Farm Improvement

Present high prices for farm products give the farmer the money with which to buy good tools. A windmill is among the first improvements planned as a rule. The antiquated hand pump is replaced by the modern, attractive looking automatic windmill.

For household water supply the windmill has been a godsend to the farm woman. A sanitary water supply system can be installed in the home at a very reasonable cost, yet it is a remarkable fact that on many farms with windmills you will not find such an installation.

From the dealers' standpoint, the real value of a windmill depends greatly on its ability to run in the lightest wind. And there are many windmills now on the market in which friction is so small that they will run with a breath of the air. Such a mill, with an automatic oiling design, will sell in any locality.

The customers for new outfits are not the only ones in your territory. There are countless windmills around the country which are of little service. They are in bad condition, out of shape and inefficient. Most of these mills, which require considerable attention can be replaced by the up-to-date, self-oiling and self-governing windmill.

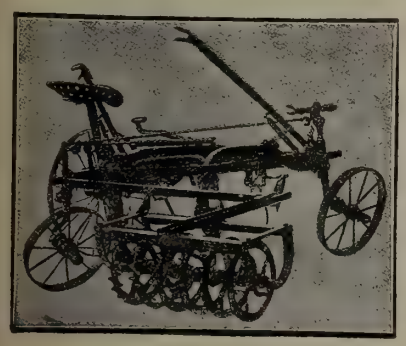
The implement dealer is essentially the man to sell windmills. No special room or equipment is necessary—a floor space 5 feet square will hold a windmill engine or a stub tower, all ready for demonstration.

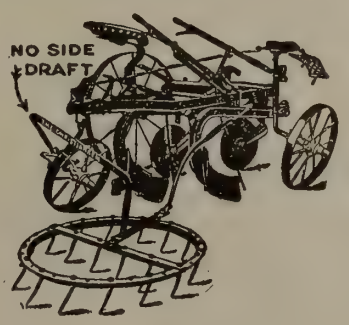
Have you ever tried to line up the prospects in your locality who require windmills? You should do so this year. Get the agency for a good reliable mill, advertise it, circularize your prospects and get the manufacturer or jobber to send them literature. Few lines sell more readily, or give so great satisfaction to the customer, and with the right type of windmill there is a good profit for the dealer on every mill sold. The dealer who works up a large windmill

A LINE THAT WILL MAKE MONEY FOR YOU

"Christiansen" Harrow and Packer Plow Attachments

The Christiansen Boss Wood Harrow 26 Feet—150 Teeth
EVERY ATTACHMENT FULLY GUARANTEED





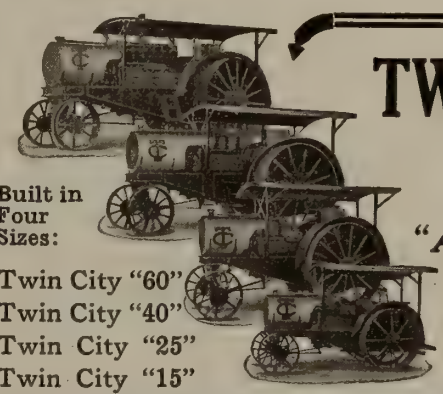
Farmers know the always-lubricated dust-proof axle in Christiansen Packers. They won't use dry-axle packers. Our packers are made for 2, 3, and 4 horses in three sections; interchangeable surface or sub-surface wheels. Weight 200 lbs.

For seven years Christiansen Harrow attachments have held the lead. Over 12,000 of them have been sold—and they stay sold and sell others. Patent hitch, no side draft. Write us for full particulars. You can sell them in your territory. Weight 50 lbs.

WRITE US FOR OUR AGENCY PROPOSITION

We Manufacture: Straw Spreaders, Dreadnaught Engines, Gilson Threshers, Portable Grain Elevators, Feed Grinders, Saw Mandrels, Feed Cookers, Pump Governors, Tank Heaters, Road Drags, Manitoba Universal Farm Tractors, Pump Jacks, Stayput Granaries, Hay Sweeps, Land Rollers.

THE WESTERN STEEL & IRON CO., LTD.
Implement Manufacturers
WINNIPEG MANITOBA

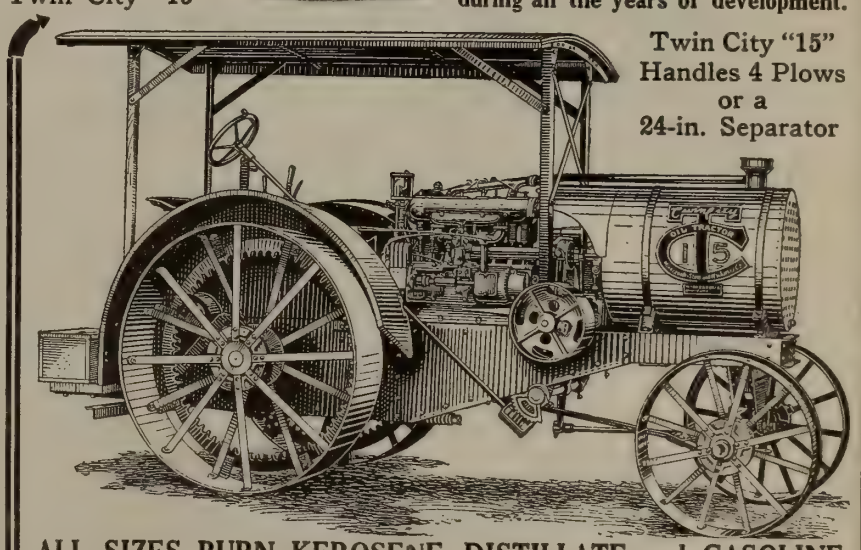


Built in Four Sizes:
Twin City "60"
Twin City "40"
Twin City "25"
Twin City "15"

TWIN CITY OIL TRACTORS
"A Size for Every Farm"

Don't waste time and money trying to sell an experiment. "Twin City" Tractors have stood the tests of service during all the years of development.

Twin City "15"
Handles 4 Plows
or a
24-in. Separator



ALL SIZES BURN KEROSENE, DISTILLATE and GASOLINE

Get in right on this Tractor Proposition. As a Dealer you want a line of Tractors with a wide range of sizes—each unequalled for low operating cost and maximum efficiency in the field. On these grounds alone, thousands of farmers endorse Twin City Tractors. Built in the biggest, best equipped plant in America. Let us show you what our Tractors offer the Dealer and his Customers. It will pay you for

THE TWIN CITY CONTRACT IS WORTH WHILE

Minneapolis Steel & Machinery Co. of Canada, Limited
923 LOGAN AVENUE WEST WINNIPEG

trade has something which he can rely upon to bring in good profits. This is one of the few lines which is practically free from mail-order competition. The farmer may buy a catalog mill, but the chances are dead against its being satisfactory. The tower may be too low, the cylinder too large, or the pump unsuited to the work. The local dealer, right on the ground, knows exactly what the customer wants. Looked at from every standpoint, the windmill is an attractive proposition.

Pumps Commonly Used

The old wooden bucket with its windlass gave way to wooden and chain pumps. These in turn were replaced by the modern iron pump—the change being due to the desire for better sanitary conditions which can be secured by the use of iron instead of wood pumps and by the use of drilled wells, smaller in diameter than the dug well, into which less rubbish, waste and surface water can be emptied. For the same sanitary ideal, these iron pumps should have a glass valve seat wherever possible, which aside from sanitary advantages does not corrode, and does not allow sand and small particles to be washed through it, thus ensuring better valve action.

In the selection of a pump it is, of course, necessary to consider the purposes for which it is to be used and by whom. Where a large flow of water is desired and where the size and depth of the well will permit, it is, of course, better to have a pump with large cylinder and unrestricted water ways. It is very often the case that the pump used for general farm purposes at the barn is too small in this particular.

Under such conditions the best pump is one with a large cylinder and large pipe connecting the cylinder with the pump stand proper, and also a large air chamber and spout. This pump can also be equipped with a windmill head. It can also have a cock spout and a back outlet by means of which water can be forced through the back outlet to an elevated tank when the cock spout is closed, or through the spout when the valve on the spout is open. Another advantage of this particular style of pump with back outlet and cock spout is that when there is water in an elevated tank it can be obtained through the pump at the spout by opening the cock spout without working the handle.

Brevity is the soul of credit, and shorter terms are the beginning of better days!

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

W. C. A., Alta.—The centre bar bracket for the harrow, as described, can be gotten from the Fuller & Johnson Mfg. Co., Madison, Wis. No F. & J. repairs are carried in the west.

P. L. R., Sask.—A standard for the disk harrow mentioned would have to be procured from the makers—the Grand Detour Plow Co., Dixon, Ill.

C. C., Man.—Witte engines are not being stocked in the Canadian West. They are made by the Witte Engine Works, Kansas City, a direct selling concern.

H. McA., Sask.—Repairs for Dowagiac drills would have to be obtained direct from the Dowagiac Drill Co., Dowagiac, Mich. The "Glendale" drill is manufactured by the Peoria Drill & Seeder Co., Peoria, Ill.

S. Bros., Sask.—Information and prices on straw spreaders can be procured from the Western Steel & Iron Works, Winnipeg, or from the Manson Campbell Co., Detroit, Mich., who manufacture these machines.

S. C. Imp. Co., Sask.—We do not know of any company manufacturing hand rope making machines in Canada, but they can be obtained from the J. F. McGee Co., Winnipeg.

E. H. P., Sask.—Repairs for a Victoria plow can be procured from the makers, the Vulcan Plow Co., Evansville, Ind.

J. K., Man.—Repair parts for Stickney Engine mentioned may be handled by the re-organized Stickney Engine Works, St. Paul, Minn. The Maytag Company, Logan and Arlington, Winnipeg, have a stock of Stickney engine parts. Write them, giving requirements.

J. B. W., Sask.—The Massey Harris Co., Toronto, make a cross knife cutter such as you describe. Any branch will give you full information if you quote size wanted. We do not know of other Canadian concerns making a similar cutter. The Eagle Mfg. Co., Appleton, Wis., make a similar design. Do not know a Canadian concern making a hot ball ignition engine of the type described, though several have tube ignition. The National Steam Pump Co., Upper Sandusky, O., or G. D. Pohl Mfg. Co., Vernon, N.Y., make such engines for low grade fuels.

T. H. Co., Alta.—For small air cooled engines, write the Maytag Company, Winnipeg.

J. L. G., Sask.—Are you tangled on the name? Is it "Letz," not "Lutz"? Repairs for Letz grinders can be had through the Cushman Motor Works of Canada, Winnipeg.

F. T., Man.—The Commodore sulky plow was made by the Kingman Plow Co., Peoria, Ill., now out of business. You might get the bail and coulter bearing by writing the M. & K. Brokerage Co., Kansas City.

H. B., Man.—"Surprise" churns are made by the Vermont Farm Machine Co., Bellows Falls, Vt.

E. A. V., Alta.—For a knife coulter for a Tom Thumb plow, write the nearest branch of the Cockshutt Plow Co. Particulars on scufflers can be obtained from the same source.

L. and E., Sask.—We cannot locate the manufacturers of "Paris" feed mills. Could you give us numbers and description of the parts required, and we will make a further search.

E. T. W., Sask.—The John Watson Mfg. Co., Winnipeg, carry repairs for the Tiger drill. Give them full particulars and numbers, and if they have not parts in stock they can get these for you without delay.

A Threshing Machine Catalog

The Minneapolis Threshing Machine Co., Hopkins, Minn., recently issued their annual catalog covering the complete line of engines, separators, power shellers, power plows, etc. The gas tractor line shows four sizes of machines ranging from 15 to 40 h.p. on the drawbar. Several of the lines shown are in colors, and the publication is well up to the usual high standard of literature produced by this concern.

"Plowing With Tractors"

Such is the title of a little pocket size book on tractor plowing, recently published by Deere & Co., Moline, Ill. The development of tractor plowing is excellently treated in one section, while another article deals with how to plow and how to lay out and open a field. Tractor hitches are clearly described, and a good comparison shown between horse and tractor farming. The little booklet also devotes considerable space to the merits of the John Deere line of tractor plows. It is a treatise that every dealer should have, and it can be obtained from any Deere branch house.

A FEEDER THAT MAKES FRIENDS EVERYWHERE

The Langdon Ideal Automatic Self-Feeder

Guaranteed to feed perfectly to full capacity any make or size of separator.

Backs Up Every Claim—and in the Field

The Langdon Ideal Rotary Knife Feeder is the one Feeder that governs according to the condition of the grain. It operates on the principle of hand feeding, handling the dry, straight bundles very fast, while the wet, tough and tangled ones are delivered more slowly, giving the separator and engine an absolutely uniform and even load at all times. The feed is absolutely controlled and governed. The Langdon positively will not slug the cylinder, while pitchers cannot overload the separator.

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Cushman Motor Works of Canada, Ltd.

Builders of Light Weight, High Grade, Gasoline Engines for Farm Power Work.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

EXCLUSIVE SELLING AGENTS FOR:
Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

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Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:
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Commercial Travellers' Building, WINNIPEG, Man.

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There's big Buggy Business for the man who sells the Glengarry line. Noted everywhere for style, quality, material and finish. Sell at a reasonable price. Eighty styles to choose from—Buggies, Concords, Spring Wagons, Surreys, etc. Here we show our No. 382 Auto-Seat Top Buggy—a job that will attract every farmer. Finely finished, superior trimming—a job you'll be proud to sell. Ask our representative for full particulars. Get our Agency Proposition and Catalog.

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REPRESENTATIVE FOR MANITOBA

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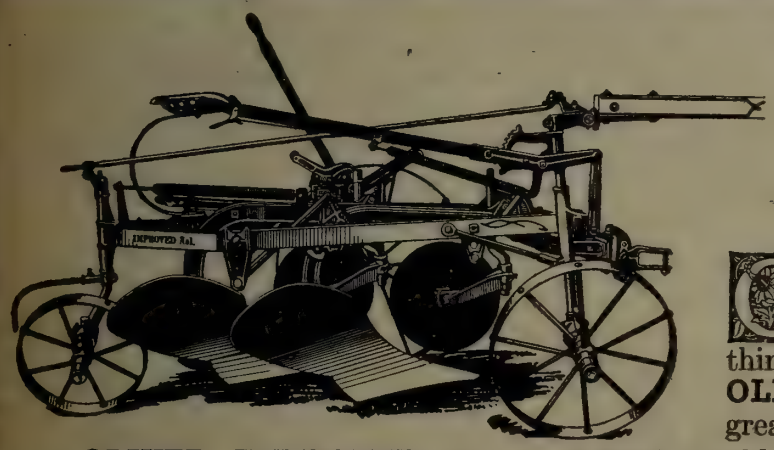

The Oliver Line

Old and Tried Friends of Canadian Plow Dealers

OLIVER Plows led the rest as long ago as the "50's" in the last century. Ever since they have been kept at the top level, building up plow confidence in the farmer and making things easy for plow dealers. This half page is to remind you that **OLIVER** Plows are, as usual, the latest and best, improved types, of great strength, light draft, of close adjustment, and easy to operate.

OLIVER IMPROVED No. 1 GANG should have your close study—it is the important plow for the coming season. It is shown here. You will need our new catalogue to appreciate its many good points—these for example: The beams are landed, making plow steadier, relieving beams of side strain, allowing four horses to walk abreast, all on the unplowed ground, with a hitch running between the two beams. The lift device, quick and powerful in action, raises plows or forces them into hardest ground instantly. Perfectly straight furrows and straightening of crooked furrows insured because rear wheel is free to caster and to follow the landside, even though the tongue is turned to extreme right or left. The front wheel support is exceptionally strong; the bar steel frame is double, and a bracket reinforces the frame. The rear furrow wheel is made to resist extreme landside pressure. It is made with a wide adjustment right and left to hold plows in position under all frame wear and strain. The Oliver No. 1 Gang is more satisfactory than ever before.

The Oliver dealer suits every buyer with units from the Oliver line. At his disposal are Oliver sulkies of several types, walking plows, disk gangs, breakers and cultivators.

OLIVER—a plow for any soil and any sized farm. Profitable plows for dealers to sell, as they have been for many years. Write to nearest branch house for full particulars.

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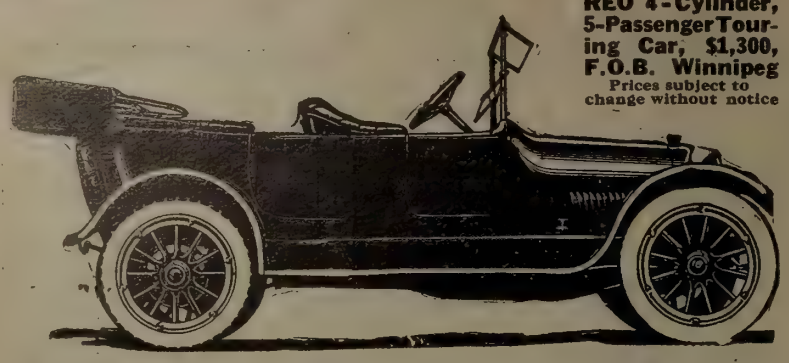
WEST: Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; N. Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST: Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.



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Quality—Service—Price

THESE are the ideal characteristics in an automobile—whether you are a prospective purchaser or a salesman. As pioneer automobile distributors in the Canadian West, our long experience has taught us to select only the best cars. They are Dominant in Value—known everywhere—and sell through sheer merit and performance.

GRAY-DORT REO PEERLESS

The freight situation and car shortage makes shipments very hard to get. Orders should be placed at ONCE to ensure prompt delivery. Order your cars NOW and be in a position to serve your Customers.

Joseph Maw & Co., Limited

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The New Improved BULL DOG Smut Cleaner

The Only Smut Machine that successfully treats Oats and Barley.

- Strongly Built
- Extra Long Carrier
- Wastes no Liquid
- Large, Low Feed Box
- Patented Device for Treating Oats and Barley

Built for Hand or Power

Dealers: Place Your Orders at Once!

The Bull Dog Smut Cleaner has exclusive features found in no other pickling machine. It will separate and float out smut balls, wild oats, king heads or crow foot. Special feeder device ensures immersion of oats, barley or any grain that will not sink. Has double paddle skimmer and large non-rusting tank. Very easily driven. Power attachment furnished if desired. Fully guaranteed. Get one on your floor and watch the Bull Dogs sell themselves.

Specialists in Grain Cleaning and Grading Machinery

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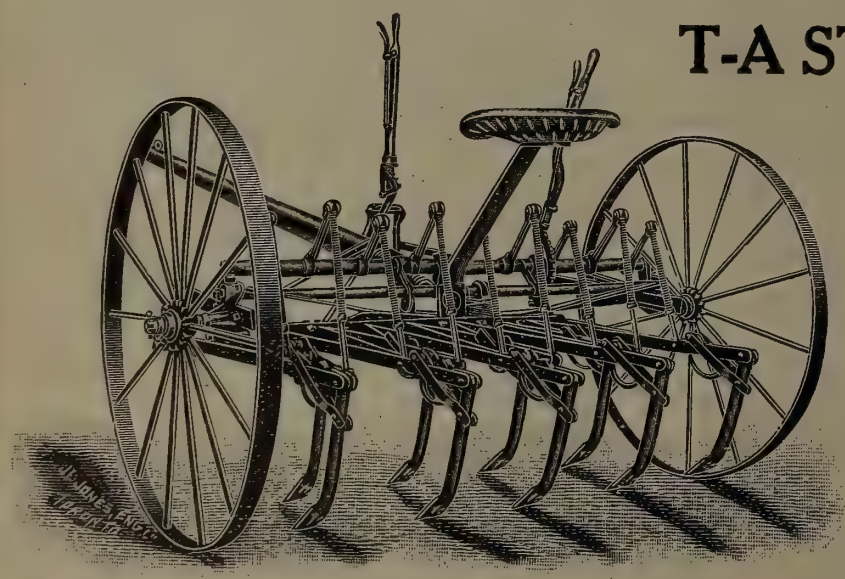
Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

T-A STIFF TOOTH CULTIVATORS

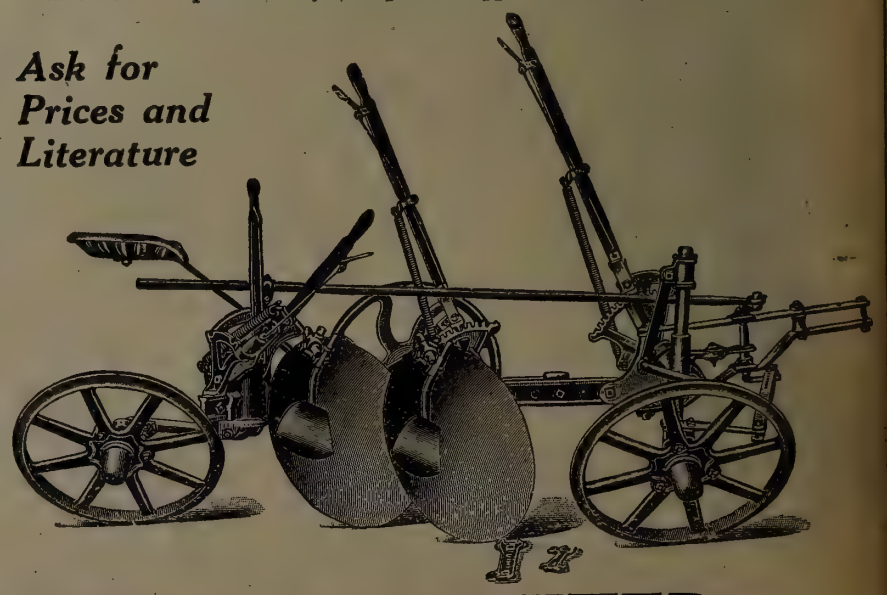
The Kind Your Customers Want

Built in Three Sizes: 7, 9 and 11 Teeth

For killing weeds and thorough cultivation, no better machines are made. Heavy and strong, yet with light draft. Exceptional clearance; stiff, sagless, steel frame. Wide range of pressure adjustment on each tooth; quick, easily operated mechanism for raising or lowering. Of the best materials and finely finished. The strongest, most efficient cultivator sold. Hard open hearth crucible steel points. Any size points supplied as desired.



Ask for Prices and Literature



T-A ADJUSTABLE DISC PLOWS

They Make Plowing a Pleasure

In two or three furrow sizes: 24-inch discs. Light draft, strongly braced, channel steel frame. High carbon steel discs with wide scrapers. Discs run on ball bearings. T-A Disc Plows have no side-draft. Perfect control adjustment alters discs to suit all soil requirements. There's big sales awaiting—right in your territory. Get full information.

SEASONABLE LINES: Plows, Disc and Tooth Harrows, Harrow Carts, Grain Drills, Manure Spreaders, Engines, Wagons and Trucks

TUDHOPE-ANDERSON CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 5 WINNIPEG, CANADA, MAY, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

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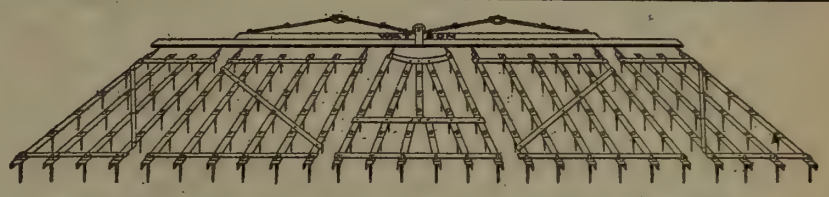

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Control the Harrow Trade in your territory this year by selling Watson's Harrows.

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The Woman who knows Sewing Machine Value only needs to see

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Have a model on your floor and watch them sell. "Dominion" Sewing Machines outclass any competition. In design, action, operation and finish they are leaders in the field.

DEALERS—Ask for our large Free Catalog showing machines in natural colors. Get full particulars. Someone will sell "Dominions" in your town with profit. Why not you?

The Dominion Sewing Machine Company

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Not a Horse or a Mule in Western Canada (if he could talk) but would tell you that he could do 25% more work if you would clothe him comfortably with "Horse Shoe Brand" Collars, Harness or Saddles.

Sold only by legitimate and honourable dealers all over Western Canada, and Manufactured in Western Canada only by

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At WINNIPEG, CALGARY, EDMONTON, REGINA and SASKATOON.

SEND FOR CATALOGUE AND PRICE LIST TO DEALERS ONLY

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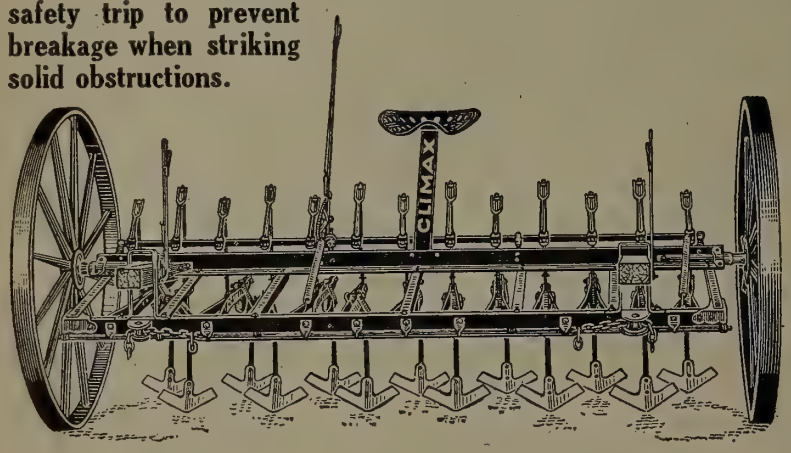
We sell wholesale, to the dealers only, Mitts, Gloves, Moccasins, Automobile Tires, Spark Plugs and Auto Accessories, etc., etc.

COCKSHUTT

The strength of the Cockshutt Line is its completeness—and everything labelled "Cockshutt" has earned its place in the line by standing the hardest tests for real field usefulness. Cockshutt never experiments at the cost of the consumer.

The stiff teeth have a safety trip to prevent breakage when striking solid obstructions.



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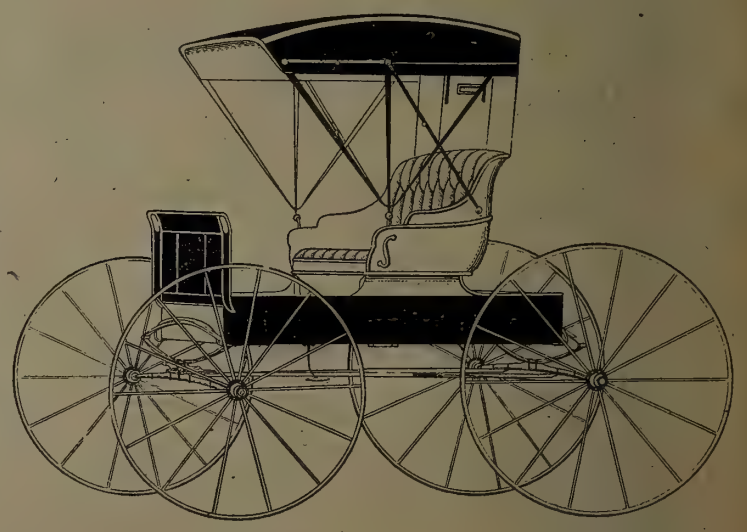
It's the most effective weed destroyer known—unequalled for summer fallowing. Goes right down to the roots, yet its high quality and splendid construction keep the draft light and the strength ample. Built in two sizes: 9-tooth—cuts six feet wide, and 13-tooth—cuts eight feet wide. Can be fitted with 2-inch, 4-inch, 7-inch, or 10-inch points.

There is Always a Big Demand for "BRANTFORD" CARRIAGES

For over 30 years they have represented the very best type of Canadian workmanship and the use of the best materials that money can buy. The demand has always been as great or greater than the supply so we have never had to cheapen the product. Complete with all types of Buggies, Surreys, Stanhopes, Democrats, Road Wagons, Delivery or Express Wagons, etc., etc.



If you are a level headed business man, in business for the future as well as to-day, we are satisfied we can build up a profitable connection together. You can always be sure of quality, service and a square deal from Cockshutt. Write us for our Catalogues and let us get acquainted.

COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

Distributing Points: RED DEER LETHBRIDGE EDMONTON BRANDON PORTAGE LA PRAIRIE

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 5 WINNIPEG. CANADA, MAY, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

MACHINES USED IN HARVESTING THE HAY CROP

One of the greatest problems in mixed farming in the Canadian West is the question of providing suitable pasture. So long as plenty vacant land may be pastured without cost, there is no trouble, but when a district gets well settled, and pasturage must be obtained on owned or costly land it becomes expensive. Steep ravines and bushy land, where plowing is impossible can be had cheaply; but wherever the land can be plowed a larger amount of feed per acre can be obtained by breaking it up and sowing a more productive crop than native prairie grass.

Our limited supply of rainfall makes the production of abundant pasturage difficult. Once pasture is started it must live on moisture as it falls. Hay production is therefore necessary. For hay production alfalfa, Western rye grass and timothy are favorites in the Canadian West. Because of the difficulty of pasture crops as above outlined, it yearly becomes more evident that hay production is a most important part of our farming operations.

In irrigated sections a great deal of the reclaimed area could produce alfalfa, a crop which builds up the soil for other crops later on. As regards machinery purely for alfalfa production, a wide variety are necessary. There are plows, disk harrows, spike tooth harrows, smoothing harrows, rollers, grass seed drills, weeders and cultivators, etc. But in this article we will not deal so much with alfalfa machinery only, but with the implements which the dealer must handle to harvest the hay crop of this country.

Value of Hay Tools

To take care of the hay crop at the right time the farmer must have proper hay tools. The man who is so equipped can handle the crop at the right time. When a crop of hay is improperly harvested it diminishes in feeding value, and if marketed will only command the lowest prices. When harvested systematically with modern machinery it will give the maximum results when fed to live stock, and when sold will realize a good price. It has been proven time and again that the difference in quality and price between poor hay and first grade hay will quickly cover the cost of modern hay equipment.

Time was when only a mower and rake were considered the necessary equipment for haying. These machines are still essential, but there are others which are also a part of an outfit of modern hay machinery. As well as mowers, we need self dump rakes, side delivery rakes, tedders, loaders, stackers, sweep rakes, hay balers, carriers, slings, hay forks, hoists, etc. Truly, without the mower none of the other machines would be of any use, therefore it is essential for a start that the mower sold should be of the highest quality and best design.

Cutting Machinery

The modern mower is a standard machine, and varies only in slight details. Many cutting devices have been patented, but nearly all have given way to the reciprocating knife and stationary guards. These machines may be had in all sizes—six and eight-foot cut being most common. The driving power is determined to some extent by the weight of the machine and the construction of the drive wheels. These should be of adequate breadth and well lugged.

They should also be provided with a sufficient number of pawls to engage the ratchets, so there will be no lost motion between the main wheels and the sickle, as this would allow the guards to fill with grass before the sickle started. Roller bearings and a good method of oiling ensure light draft.

The majority of mowers have two sets of gears, although some have three, and others have only one set of gears and a chain drive. The gears should be of ample size to withstand the strain. Warped gears are to be looked out for, as they wear and give trouble more quickly and the noise they make is annoying. Steel-cut gears are a good thing in a mower, but the first cost would be great. The small pinion on the pitman shaft usually wears out first, so means are usually provided so that it can be kept in mesh. Ball bearings or hardened steel washers are used to take up end thrust due to the bevel gears.

Points in Design

Nearly all standard makes of mowers have the principal wearing parts replaceable. The majority of them have brass bronze composition-metal bushings at both ends of the pitman shaft. If the bearings become worn or loose it is only necessary to replace the bushing with a new one.

The wrist-pin bearings are generally made solid, as it is hard to keep the nuts tight on a split box at this place on account of the vibration. Removable bushings are usually provided, and in most machines these bushings are free to turn.

The most common method of securing the pitman to the sickle head is by a ball-and-socket joint. This form of connection seems to be the most convenient and the easiest to keep tight. This bearing should not be kept too tight, as it not only increases friction, but causes the sickle back to bend up and down at each stroke of the sickle, and is apt to cause it to break off. Neither should it be left loose enough to have much play, or the socket will soon be beaten into an oblong shape; then the bearing cannot be kept tight until the damaged parts are replaced by new ones.

Heavy draft on a mower is caused by three things—poor lubrication, dull sickles, and non-alignment. The remedy for the first two is obvious. In considering the latter, since the pitman and sickle should work on a straight line, if the outer end of the cutter bar has dropped back, part of the power is taken up by friction. All cutter bars need an occasional alignment, the wrist pin, sickle head and outer end of sickle should be brought to a straight line. The cutter bar cannot be aligned by shortening the drag bar, or lengthening the push bar. If a pitman has to be replaced, care should be taken to have it the correct length, so that the knives centre in the guards.

Side draft may be due to any one of the following causes:—Sickle not centering, guards bent, sickle sections loose or nicked, ledger plates loose or nicked, or the clip over the cycle may be worn. The clips over the sickle may become worn and fail to hold the sections down on the ledger plates.

Raking the Crop

The sulky rake should be wide enough to rake two full swaths cut by the mower. It may be either hand or self-dump, when a foot lever engages a ratchet in the wheels, raising the teeth. When at the clearing height, the ratchet is automatically released. It is generally considered that teeth with chisel points are most efficient in the rake. The side delivery rake has two wheels in front, and one or two castor wheels in rear. On the reel type the reel is set diagonally with the swath, revolving backwards and rolling the hay to the front and side, and delivering in a loose windrow. The fork type of side delivery has forked arms which throw the hay to the front and side of the machine. The side delivery rake leaves the windrow in shape for the self loader.

The sweep rake is a simple implement, being drawn either on skids, runners or wheels. The long teeth run under the hay and carry it, and it is unloaded by backing the rake from under the hay.

Hay balers are in sizes to suit the capacity required, and may be small sweep presses or large engine driven power presses. A self feed is desirable on a small press, but is not necessary on the larger power presses.

Stackers and Loaders

The overshot stacker has a set of teeth on a long, hinged arm. By means of a rope and pulleys this is raised vertically. The hay is placed on the teeth by the sweep rake, and when the stacker arm is raised the hay slides back on to the stack. The combined sweep rake and hay stacker are so constructed that the whole machine can be used as a sweep rake. The swinging stacker has a row of teeth on arms which may be

raised to any height and locked in place. The load may then be swung around and dumped. Pole and boom stackers are often made by the farmers themselves, and used with a hay fork for unloading from wagons. They simply duplicate the idea of the hand boom crane.

There are in general two types of loaders—the fork loader and the endless apron loader. The former takes the hay from the ground and forces it up a carrier on to the wagon. The latter has a toothed cylinder which lifts the hay and elevates it on an endless apron.

Forks, Slings, Carriers

There are at least four types of hay forks in use, each adapted to different conditions. The single harpoon type has spurs which are tripped to unload the fork. The double harpoon fork has two tines, but the same tripped spur design. There are also derrick forks and grapple forks, which act like an ice tongs.

Hay slings are made of rope and sticks, being placed under the load so that the ends can be brought together and the hay lifted. Release is provided by a spring catch, the sling parting when tripped.

Carriers are designed for either fork loads or sling loads, the size varying with the service. The light carriers are used with forks, the heavy double track carriers with slings. A large variety of steel and wood tracks are on the market, while various forms of switches convey the hay from the point of loading.

In hay machinery the side delivery rake is of paramount importance. Farmers find that air cured hay is better than sun cured hay. The latter is bleached and often partially roasted. With air curing none of the feed value is lost, and in order to air-cure hay the side delivery rake is a necessity. In its loose continuous windrow the air circulates freely through the hay.

When hay is hauled to a barn the loader should be used for placing it on the rack; when stacking is practised the modern stacker and sweep rake are invaluable. Generally speaking, the longer a farmer uses a hay loader the more he likes it, for these machines do not handle the hay roughly and do not break it up. The loader handles the crop more carefully than a man, while the labor and man power it saves are obvious.

Getting the Trade

Getting the hay machinery trade is a profitable part of any dealer's yearly operations. He must, however, create a market, and must choose a line of hay tools which covers every item that will be in demand in the community. The farmer is generally a strong critic as regards hay tools, so that it is advisable to be well posted on the line. Local advertising helps to sell hay tools, while circular letters and literature acquaint your prospects that you handle such a line. Mowers and rakes make a good showing on the floor, but in handling this line it is necessary that every tool sold be correctly adjusted before it leaves the dealer's place of business. The dealer should look up prospects for this line early, and should carefully follow up every man who has a large acreage of hay. The goods must be on hand at the right time, for when the farmer needs them he needs them badly! Manufacturers of this class of machinery will gladly supply dealers with full information regarding the particular lines which they produce. Hay machinery forms a good line, carrying satisfactory profits for the man who develops its sale in his community.

Are you ready for the combination thresher trade?

Sir Lyman M. Jones Dead

On April 15th, Senator Lyman Melvin Jones, president and general manager of the Massey-Harris Company, died in the Wellesley Hospital, Toronto. The deceased gentleman entered the hospital last January and had been improving in health until a relapse took place. He was without doubt the best known man in the farm machinery industry in Canada.

Sir Lyman M. Jones was born in York County, Ont., on September 21st, 1843. Leaving school he followed mercantile business for some time, and in 1873 made his first acquaintance with the farm machinery business, when he joined the staff of A. Harris, Son & Co., of Brantford, Ontario. Quickly realizing that he had found his real life-work, he applied himself with indefatigable application to the task of learning the implement business from every angle. In 1877 he became a member of the firm of A. Harris, Son & Co., and two years later he came West to Winnipeg to act as manager of the business of that company in Manitoba and the Northwest Territories.

With wide vision, he foresaw the wonderful development of the farm machinery business in the Canadian West, and as manager he quickly proved his ability and administrative capacities. In Winnipeg he made a wide circle of personal friends, as, indeed, he did all over the West. He was elected to Winnipeg City Council in 1881, and in 1887 was elected vice-president of the Board of Trade and then mayor of the city. He was re-elected mayor in 1888, and in the same year was elected a member of the Manitoba legislature.

In 1889 he returned East to Brantford as manager of the Harris organization, and in 1891, when the Massey-Harris Company was formed he was made a director and general manager. In 1903 he was appointed president and general manager, which important position he occupied until his recent demise.

The late Sir Lyman M. Jones

The late Sir Lyman was called to the senate in 1901, and was knighted in 1911. He was also president of the Bain Wagon Co., a director of the Verity Plow Co., president of the Johnston Harvester Co., and was connected with many other industrial and financial institutions. In later life he travelled extensively in Europe, studying economic and industrial problems.

Every year the late senator made a trip through Western Canada in his private car, and during these annual tours he made a host of friends in the implement business, who deplore the passing of a man of sterling qualities, and one who had an unswerving belief in the future of Western Canada. Sir Lyman

WHY THE STANDARD IS STIRRING THINGS UP IN THE CREAM SEPARATOR TRADE!

WHY are dealers everywhere, who know its advantages, hot foot after this Canadian-made money maker? Why is the contagion spreading all over Canada, United States and other countries? The answer is: There are sound **business reasons**. The

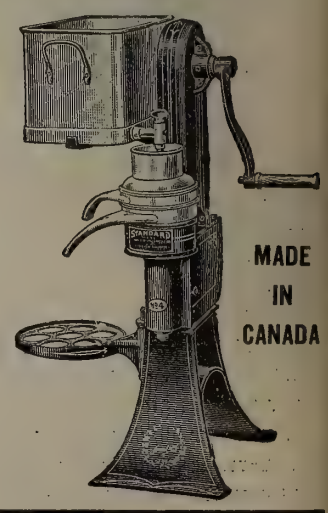
STANDARD

is the finest out-and-out profit maker for both dealer and customer ever offered. Any time, in open competition, alongside any other machine, regardless of where it is made, the Standard wins out on its merits.

If you want the proofs, just send for our literature and make comparisons. See Government Dairy Schools' confirmation of close skimming (down to .01 and less).

Compare the Standard's low supply can, exclusive self-oiling system, interchangeable capacity feature, etc., etc., with any other good machine—then listen to our attractive dealer proposition. Write for it to-day.

The Renfrew Truck Scale often sells on sight; it is government inspected, weighs accurately and can be wheeled anywhere. Booklet on request.



MADE IN CANADA

The Renfrew Machinery Co., Limited, Renfrew, Ontario

was no mere administrative head of his concern; he knew intimately, as do few men, every step in the production of modern farm machinery, from the rolling mill and foundry to the sale of the finished product. It is not generally known that he had considerable inventive genius, his principal invention being the open-end binder, which could cut any length of straw. In fact, had a busy life not called for other interests than those of the inventor, Sir Lyman Jones would, in this sphere alone, have made a great name for himself in the farm machinery world. A kindly and unassuming personality, death has removed from the Canadian implement industry a man who was a pioneer in the business, who placed it upon a higher plane, and who by his life and effort, was an incentive to all with whom he came in contact.

Second Light Tractor Plowing Demonstration at Brandon

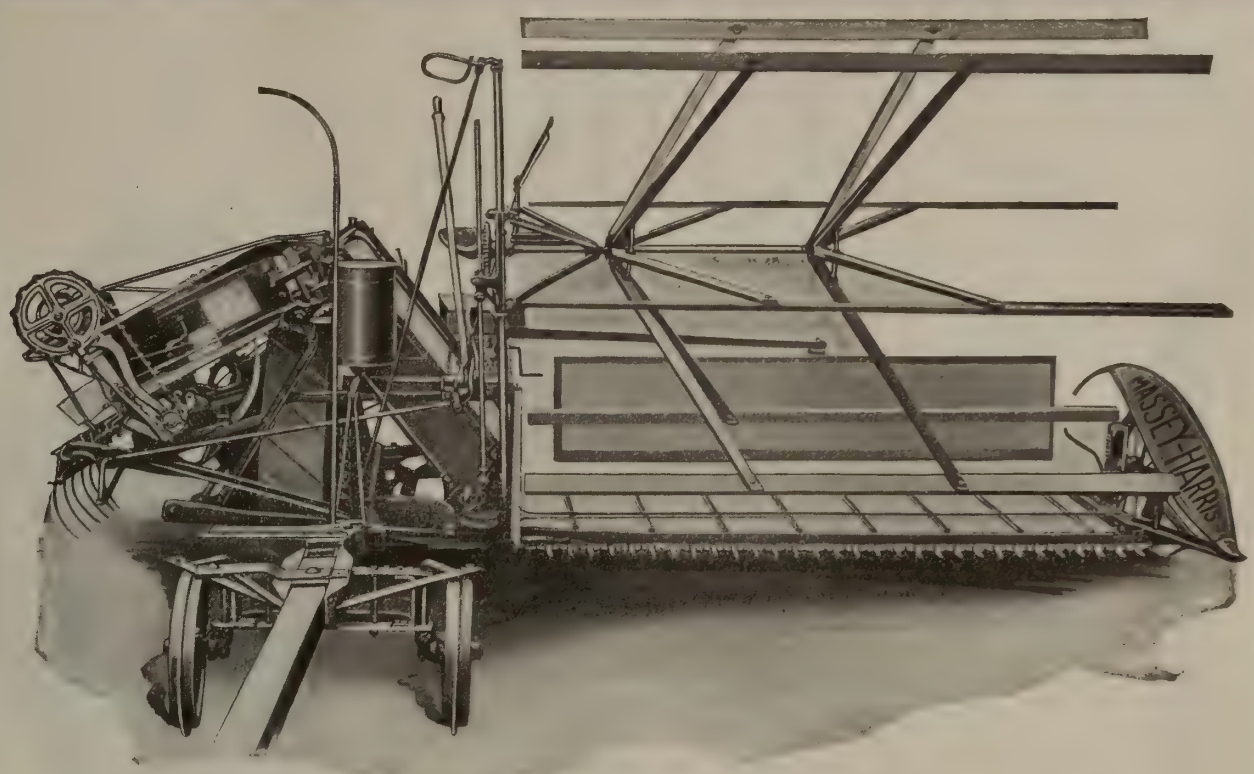
The phenomenal success of the light tractor plowing demonstration held during Brandon Fair last year assures a still larger entry of outfits at this year's demonstration, which will be held on July 17, 18 and 19. The exhibition commences on July 16 and closes on June 20, so the tractor plowing demonstration will cover practically every day of the fair. In 1916, thirteen concerns demonstrated nineteen tractors; this year it is expected that a considerably augmented list of entries will be shown.

An excellent field has been secured adjacent to the Fair Grounds, and tractor concerns should make it a point to enter their machines when one considers the great publicity and educative value of these plowing demonstrations, so far as the farmer is concerned.

During the above dates, plowing will take place from 10 to 12 noon each day. No tractor can be entered that pulls more than five 12 or 14 inch plows. Any make of plow can be used, but plowing must have a uniform depth of 5 inches.

No company can demonstrate more than two tractors on any one day, although different types, which conform to the regulations, may be shown on different days. The machines can travel at any speed and stop as often as the operators desire.

An entrance fee of $10.00 per tractor will be charged for each machine entered. All entries must be received by W. I. Smale, secretary, Provincial Exhibition, Brandon, not later than July 1, 1917. Full particulars and entry forms can be procured from Mr. Smale.



The Massey-Harris Binder
With Auto Forecarriage

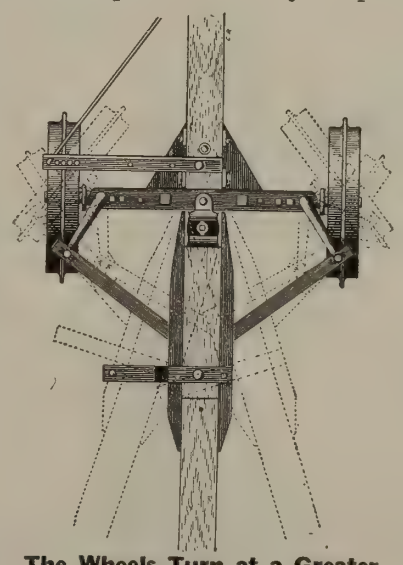
Turns a Square Corner

Because the wheels turn at a greater angle than the pole, the Binder turns a square corner easily with no crowding of the horses and no dragging or lifting of the wheels. Neither is there any twisting strain on the pole.

This Forecarriage not only makes it possible to turn a square corner easily, but this is accomplished without the horses trampling on the standing grain.

Substantial Construction

This Forecarriage is built almost entirely of steel and is braced and trussed in such manner as to give it ample strength to withstand any strain which may be placed upon it.



The Wheels Turn at a Greater Angle Than The Pole

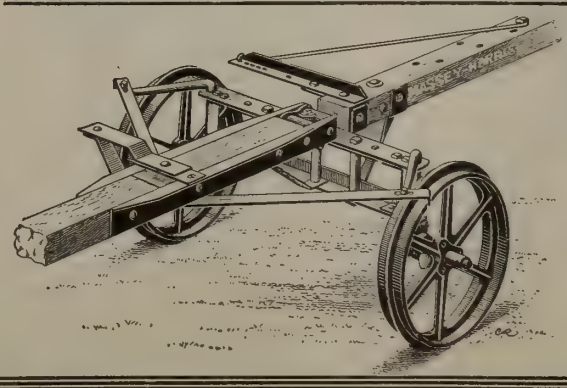
Self-Steering

If the platform of the Binder shows a tendency to pull back, the Forecarriage wheels are turned in the opposite direction, thus straightening the Binder back to position.

When necessary the wheels can be set to run slightly away from the grain, overcoming side draft and giving the horses plenty of room without being crowded into the grain.

Removable Bearings in Wheels

The wheels have removable hubs which can be easily and cheaply replaced, but as they are provided with screw cups for hard oil, they will wear almost indefinitely, and are strong enough to make breakages unlikely.



MASSEY-HARRIS CO.
LIMITED
HEAD OFFICES - - TORONTO

Branches at

MONTREAL MONCTON WINNIPEG REGINA
SASKATOON SWIFT CURRENT YORKTON
CALGARY EDMONTON

The *Only* Separator that skims clean at widely-varying speeds

The *Only* Separator that delivers cream of unvarying thickness—all speeds

The *Only* Separator you can turn faster and finish skimming quicker

The *Only* Separator with just *one* piece in the bowl—no discs, easiest to clean

The *Only* Separator with knee-low supply tank and a once-a-month oiling system

Over a Million Users!

ST

SINCE 1880

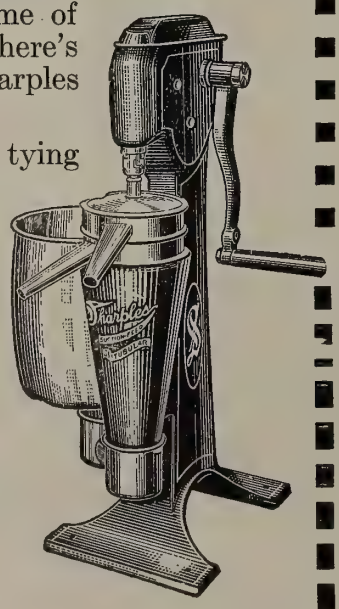
For 36 years Sharples has easily maintained its position as America's foremost separator. That it is still well in the lead is evidenced by the 340% Sales Increase last year, largely owing to the newest Sharples invention, the wonderful Suction-feed!

Dairymen everywhere are getting perfectly familiar with this cream-saving invention. For the past year we have been preaching the advantages of the Suction-feed to them through advertising in the agricultural press.

We have shown how this wonderful invention saves 15% more cream under average conditions **over the best of other separators!**

SHARPLES
SUCTION-FEED
CREAM SEPARATOR

opens up for you a bigger volume of separator business. Right now there's an ever-increasing demand for Sharples all around you.



You can make no mistake in tying up with the oldest and greatest separator factory in America. Last year we paid out over $50,000 **in bonuses outside of regular commissions!** Our dealer contract is the "squarest" ever issued by any separator manufacturer.

Write for it to-day.

The Sharples Separator Company
Toronto, Ont. Regina, Sask.

The Mitchell & McGregor Hdwe. Co.
Brandon, Man.
DISTRIBUTORS FOR MANITOBA

Sharples Open Western Headquarters in Regina

Owing to increased business in the Canadian West the Sharples Separator Company, of West Chester, Pa., have found it necessary to open a branch house at

O. P. MACLEAN
Canadian Manager for Sharples Co.

Regina, from which business will be taken care of from Manitoba, Saskatchewan, Alberta and British Columbia. All enquiries should be sent direct to the Regina headquarters, which are located on South Railway street. Full stocks of separators will be carried at both Regina and Calgary, Alta. A staff of travellers will cover Western territory from Regina, while the distribution of Sharples products in Manitoba will be taken care of as formerly by the Mitchell & McGregor Hardware Co., Brandon.

L. C. Scott, one of the sales directors of the company, from the West Chester offices, will be in charge of the newly opened Regina branch of the organization. A feature of the Sharples, Regina headquarters is that a machine shop and repair department has been installed, in which repairs can be promptly effected on any Sharples separator ever shipped into Western Canada. This assures Sharples dealers and customers prompt and efficient repair service.

O. P. Maclean, lately manager of the Buckeye Machine Co., Calgary, has been appointed general manager for Canada of the Sharples Separator Co., with headquarters at the Toronto offices of the company. Mr. Maclean was formerly accountant of the Sharples Separator Co. at Toronto; acted as assistant manager at Winnipeg for three years, and then returned to Toronto as Canadian manager of the company. Since June, 1916, he has been manager of the Buckeye Machine Co., Calgary, now returning to Toronto to occupy the important position to which he has been appointed in the Sharples organization. With long experience in the cream separator business, he has in past years demonstrated ability which admirably befits him for his new post.

AN ATTRACTION
IN YOUR STORE; A PROFIT MAKER IN YOUR BUSINESS
The "VIOLA"

Equal in appearance, mechanism and tone to any $150 Machine. Sells at less than half the price

You never sold Phonographs? Why shouldn't you? The exclusive agency for the Viola awaits you. Every one sold brings bigger profits than you get on a binder or mower—and the demand is greater. Write us to-day.

DOMINION SEWING MACHINE COMPANY
80-82 Lombard Street, WINNIPEG

Factories Act in Alberta

The new factories act in Alberta provides that no person under the age of 15 shall be employed in any factory, shop or office building. No person can be employed at a wage less than $9.00 a week. Day shift shall be no longer than from 7 a.m. to 6 p.m. The act also provides for bi-monthly payments on the first Saturday, after the 15th of the month and first Saturday of month following.

Apprenticeship is defined, while regulations for the health, safety and clothing of employees, fire protection, etc., are incorporated. The provisions of the act shall only apply to factories, shops, offices and office buildings in cities and towns having a population exceeding 5,000.

Even war may have its benefits. Now that the price of hammers has gone up, what is the poor knocker going to do?

Bigger Dividends to Dealer and Customer

In the selling of any piece of machinery, from the dealer's standpoint, the most convincing argument in favor of the machine is the fact that it gives satisfaction. This is doubly true of the cream separator. Every cream separator concern could go into full details of the mechanical efficiency of their product. One concern may enlarge on the close skimming of their machine, another on the simplicity of the construction, and another on the price, while yet another may talk on the easiness with which the machine may be kept clean and on its cheap price.

It must be admitted that in many areas the dealer has not developed the sale of the cream separator as he might. He has been obsessed with standard lines of goods, has paid all his attention to the plow, drill and binder, forgetting the fact that he was losing good profits and speedy sales by failing to investigate the demand in his territory for cream separators. A dealer of the progressive type carries a mental card index of the territory he does business in. In the office he should have another and more accurate index, showing what machinery every farmer has, its age and date of probable replacement.

If he is awake to the signs of the times he will have taken a cow census of the district. He will know just what farmer keeps a goodly number of dairy cows, and whether or not he has a good cream separator. There are many farms where women are struggling away with imperfect mail order separators that would be discarded next week if only the dealer would come along and show the farmer and his wife how much butter fat they are losing by holding onto a rattletrap that has only the appearance of a cream separator with none of its inestimable qualities.

The dealer is wise who makes a thorough investigation of the market before he settles on the make of cream separator he will sell. Some men consider it advisable to handle both a cheap and a dear machine, saying that a certain class of customer will not pay the requisite price for a really high grade machine. Personally we feel that in the cream separator, as in all lines, the cheap machine is dear at any price!

No dealer should handle a machine that he is not perfectly satisfied with. He cannot honestly influence his customer — especially a good customer—to buy a machine he would not use himself were he in that customer's place. Is it not better to handle a machine that will give your customer satisfaction and will make him think pleasantly of your store every time he looks upon his cream separator?

Cream separators will no more sell themselves than any other line of farm equipment. They must be sold by consistent effort, by showing the customer that they help him make money and make his herd of cows more valuable, while lessening the labor in handling dairy produce.

Some dealers have specialized in the sale of cream separators, and these men are invariably separator enthusiasts. They may be men who have a live interest in mixed farming and cows, but they largely build their sales by educating their customers along the line that diversified farming means steady revenue and that more and better cows means bigger annual returns to the farm.

Such men are ever on the alert to talk cows and dairying. They are interested in different rations, in methods of feeding and fattening, and in the matter of better barn equipment on the farm. They are usually manure spreader enthusiasts also, and in all this talk of mixed farming they are pushing the local demand for cream separators. There is an ever increasing demand for the cream separator, and one that the dealer should meet if he does not want to see his community flooded with the direct-sold type of machine. Every machine of this class you let enter the territory

IMPLEMENT DEALERS, write for our offer for supplying us with the names of the parties in your district who intend to buy Lumber this year. Let us show you how to make some money.
F. M. T. C. LUMBER COMPANY,
Standard Bank Bldg. **Vancouver, B.C.**

DE LAVAL AGENTS IN CANADA PROSPEROUS

Perhaps you have noticed it yourself. Nearly everywhere you find a dealer selling De Laval Cream Separators, Ideal Green Feed Silos, Alpha Gas Engines, and other De Laval farm and dairy equipment, you find a man who says "Business is fine; never was better."

There's a reason!

The farmers of the Dominion know that the De Laval line is dependable. They know from experience what De Laval Service means to them. And every week, in the farm papers, they are reading about the advantages of using De Laval machines and equipment. There is a real demand for De Laval goods.

That's why it's so easy to sell the De Laval line. That's why the men selling the De Laval line are getting the business and are prosperous.

If you are not sharing in De Laval popularity and prosperity, let us talk it over with you.

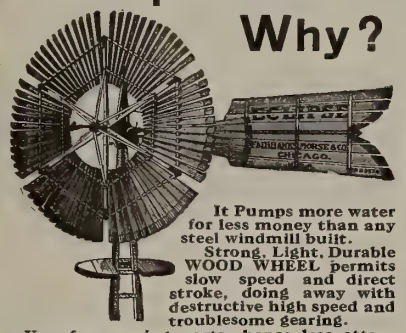
THE DE LAVAL COMPANY, LTD.
Montreal Peterboro Winnipeg Vancouver

may make it harder for you to sell a really good machine in time to come, although time usually tells its story on the cheap machine.

The different manufacturers of cream separators are ever up to date in helping the dealer to make sales, and few lines lend themselves so well to display upon the floor or in the store window. Why not make an effort this year to develop your cream separator business? There is a local demand in almost every territory, and a little time taken to locate prospective purchasers will invariably lead to sales and satisfactory profits for the man who sells the separator.

It is not necessary for a man to stock up heavily in this line, but he should invariably have enough stock to serve his trade, and in different capacities to suit different sizes of farm. The average high grade machine has enough selling arguments around it to make it an easy and profitable proposition for the dealer in placing it with the customer.

ALL RAILROADS USE
The 'Eclipse' Windmill
Why?



It Pumps more water for less money than any steel windmill built.
Strong, Light, Durable WOOD WHEEL permits slow speed and direct stroke, doing away with destructive high speed and troublesome gearing.
Very few wearing parts—hence less attention necessary.
DON'T SELL A WINDMILL UNTIL YOU KNOW MORE OF THE "ECLIPSE."
Write for Free Booklet
The Canadian Fairbanks-Morse Co., Limited
Saskatoon WINNIPEG Calgary

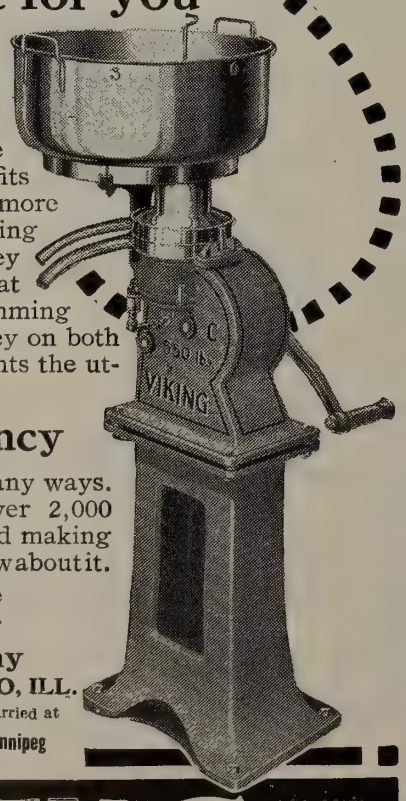
Sheep Docking Machine

R. C. Harvey, the leading sheep rancher of Southern Alberta, has invented a lamb docking machine which, it is claimed, prevents the loss of sheep owing to blood wastage following on this operation. The machine cauterizes the wound so that in most cases not a drop of blood is lost. By means of an ordinary gasoline blow torch one blade of a large pair of special shears is heated red hot. When the lamb is docked this hot blade sears the wound. There is no loss of blood nor loss of strength in the lambs, so that it is claimed their growth is in no way stunted by the operation.

Urge the growth of gardens.

There is more profit for you

Viking sales give you *more* profit. The margin between list and dealers' net is large. The Viking sells easier, because it gives the most for the money. Sales come quicker, profits multiply faster; your turnover is more frequent. Dairy farmers are realizing that the Viking is the machine they should buy. They are learning that it has greater capacity, greater skimming efficiency—that it saves them money on both first and last cost—that it represents the utmost in Separator Value.



Get the Viking agency

It's an asset. It's valuable in many ways. It carries business prestige. Over 2,000 agencies are already established and making money. You can't afford *NOT* to know about it.

Territory is going fast—write for our proposition TODAY.

Swedish Separator Company
Dept. 31, 515 So. 5th Ave., CHICAGO, ILL.
Large Stocks of Machines and Spare Parts carried at Montreal, Toronto and Winnipeg
SALES AGENTS { John Watson Manufacturing Co., Winnipeg / Bert Conway, P.O. Box 33, Regina

VIKING CREAM SEPARATOR

M. J. Rodney goes to Australia

During the last week in May, M. J. Rodney, manager of the Winnipeg branch of the International Harvester Co. of Canada, will leave this city for Melbourne,

M. J. RODNEY

Australia, where he has been appointed to a very important administrative position with the International Harvester Company of Australia.

Few men are better known in the farm machinery business throughout the Canadian West than Mr. Rodney. During his eleven years sojourn in Western Canada he has become one of the most prominent figures in the trade, a man who has that indefinable capacity for making staunch friends wherever he went over Western territory—friends who will regret the transference from the West Canadian field of one who has been associated therein during the most remarkable period of its development.

M. J. Rodney was born in Berlin, Wis., in 1864, from which center his parents moved to Independence, Iowa, where as a lad he received his education. Schooldays over, he decided that the machine business should be his life's work, and entered the employment of Bonwell, Cobb & Stewart, at Independence, thirty-two years ago. Five years later he became a general traveller with the McCormick Harvesting Machine Co., Chicago, with his headquarters at Marshalltown, Iowa. In this capacity he covered the Northwestern States for eight years, and in 1898 was appointed manager of the Marshalltown branch. In 1899, when the branch at Marshalltown was abandoned, Mr. Rodney was transferred to fill the post of manager at Fort Dodge, Iowa. Continuing when the International Harvester Company absorbed the McCormick interests, Mr. Rodney remained at Fort Dodge until November, 1906, when he was transferred to Winnipeg to develop the business of the harvester organization in Western Canada.

In those days the International had only permanent quarters at Winnipeg, and branches at Regina and Calgary. During his regime Mr. Rodney has seen the growth of the company until today it has its own branch houses at Brandon, Calgary, Edmonton, Estevan, Lethbridge, North Battleford, Regina, Saskatoon and Yorkton. Further, during these years he has seen the immense growth of Winnipeg as a city and distributing and manufacturing center. Becoming a British subject in 1909, Mr. Rodney has taken a live interest in local affairs in this city, serving on different bodies, and engaging in many enterprises for municipal improvement. He is a past president of the Winnipeg Wholesale Implement Association, with which body he has been identified since he came to Western Canada, and to which he has given ungrudgingly his time and valued counsel.

As a close personal friend for many years, no one regrets more than we do the transference of Mr. Rodney from the land of pine and prairie to the great Commonwealth beneath the Southern Cross. With his wide circle of acquaintances all over Western Canada, we wish him God speed, and we know that though far away he will ever retain in his heart a lively interest in the men who, in the implement business of Western Canada, now bid farewell to one who leaves behind him a record of genial courtesy, unswerving loyalty and integrity — and all those qualities which make us glad to have known him and hailed him as friend.

Distributing Aspinwall Machinery

W. Eddie, the well-known implement dealer in Winnipeg, is now distributor for Manitoba of the Aspinwall line of potato machinery, including cutters, planters, sprayers, diggers and sorters. Mr. Eddie assures us that he has a good stock of these lines on hand, and can supply dealers in this and other provinces with Aspinwall machines on the shortest notice. He recently received a carload of Aspinwall planters, and is ready to supply the needs of dealers who wish planters or any other items in the Aspinwall line.

New Head for Massey-Harris Co.

Following the death of Sir Lyman M. Jones, president and general manager of the Massey-Harris Co., a meeting of the directorate was held in Toronto on April 25, when a reorganization of officials was effected.

Thomas Findley, formerly vice-president and assistant general

THOMAS FINDLEY

manager was elected president and general manager of the company. J. N. Shenstone, formerly treasurer, was elected first vice-president, and C. L. Wisner, formerly secretary, elected second vice-president. George Valentine was appointed as assistant general manager. At an early age Mr. Findley joined the forces of the Massey-Harris organization, advancing rapidly through various executive positions until he has, for the past fifteen years or more, been right hand man of the late president, Sir Lyman M. Jones. He has travelled extensively in Europe in connection with the business of the company, and has a thorough knowledge of Canadian conditions, both east and west. Knowing the business of his company in all its phases, both manufacturing and marketing, he is a man of broad outlook and great creative ability. In every respect he is eminently fitted for the important position to which he has been elected.

In private life Mr. Findley is an ardent Presbyterian, prominent in charitable and patriotic institutions, while he has since its inception been foremost in the administration of the Massey-Harris Soldiers' Convalescent Home in England. His only son is on the firing line in France, having recently returned to active service after being wounded.

Are you considering the trailer business this summer?

U.S. Winter Wheat Crop Poor

The extent of the winter wheat crop in the U. S. is usually about two-thirds of the entire wheat production of that country. The winter wheat area last autumn was 40,090,000 acres, one of the largest acreages ever planted. Much of the crop had a bad start and the acreage will be abandoned. The production of 430 million bushels shows a big falling off with last year's lowest figure, 481,744,000 bushels. In 1915 the winter wheat production was 673 million bushels. The condition of the crop on April 1 was 63.4 per cent of normal, compared with 86.2 the ten-year average. This is the worst showing on record.

BEAVER STEAM COAL

FOR PLOWING AND THRESHING — THE KIND THAT DOES THE WORK

IMPLEMENT DEALERS

OUR OFFER MEANS MONEY TO YOU
ARE WE REPRESENTED IN YOUR TERRITORY?
IF NOT, GET OUR TERMS—AT ONCE

NORTH AMERICAN COLLIERIES, LIMITED
EDMONTON
Also Miners and Shippers of
"LETHBRIDGE IMPERIAL" and "PEMBINA PEERLESS"
DOMESTIC COALS
Branch Offices: WINNIPEG CALGARY REGINA

You Cannot Handle a Better Individual Outfit than Cushman Light-Weight Combination Threshers

The 1917 Model

Tested and Tried in the Field---Leads in its Line

WE HAVE added many improvements to our 1917 model, and in simplicity of construction and operation, also in quality of materials and durability, we know that it stands alone in the combination thresher field. Low cost of repairs, absolutely uniform speed, smooth running, perfect balance, coupled with the ability to do good work under all conditions, mean absolute satisfaction to the purchasers of Cushman Combination Outfits. The frame of the 24x46 inch Separator is strongly and substantially built, and is braced to stand all stresses and strains. And behind all is the famous smooth-running Cushman Light-Weight Engine.

Every Outfit Equipped with the Famous Cushman 2-Cylinder, Light Weight Engine

BUILT IN THREE SIZES:

8 H.P. with Straw Carrier and Hand Feed
15 H.P. with Wind Stacker and Hand Feed
20 H.P. with Wind Stacker and Self Feeder

DEALERS! The 1916 demand for these outfits far exceeded the supply. Get your orders in at once so as to ensure delivery.

THE rigid, strongly braced frame is equipped with a sliding base for regulating the tension of the belt. Our system of bracing—together with the smooth-running, light-weight Cushman Engine—eliminates vibration. Separator is equipped with Automatic Grain Register when desired. Cylinder has 62 teeth; concaves and drums are of the best design. Revolving straw decks give perfect separation of grain from straw. The shoe used cleans grain so that it is ready to market. Our Elevator and Windstacker have exceptional features that ensure efficient work, while the Self-Feeder is automatically governed so that the Separator cannot be over-loaded.

NOW IS THE TIME TO SECURE THE AGENCY
FOR THE FAMOUS CUSHMAN BINDER ENGINE

CUSHMAN DEALERS HAVE NO SLACK SEASON. OUR AGENCY OFFER WILL INTEREST YOU

CUSHMAN MOTOR WORKS OF CANADA, LIMITED

Dept. E. WHYTE AVENUE and VINE STREET, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self-Feeders—Fanning Mills--Smut and Pickling Machines--Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws--Incubators--Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres

Loading the Cars to Capacity

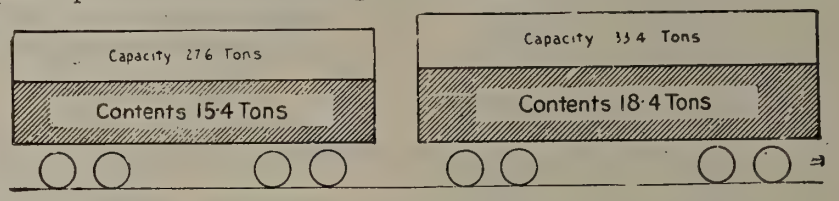
By F. W. FOX

Upon investigation, there seems considerable justification for the plea of the railway companies that the present freight situation could be very considerably improved by co-operation between merchants and the transportation interests.

Much more tonnage, for instance, could be handled with the existing locomotive power and terminal facilities if cars were loaded to capacity instead of being so often only two-thirds full. In the old days, when traffic was lighter, it mattered less to the railroads if a shipper did not use all the space he paid for—the loss was his. Nowadays the extravagance of one shipper may cause delay to others, owing to the limited amount of locomotive power and terminal facilities. The shortage is not so much in equipment as in train crews, and labor in the yards and round houses.

The Full Carload

Anything which can help to secure quicker clearance and freer movement in the yards, helps to speed up the movement of freight.



The 1907 average car
The car capacity increased 5.8 tons

The 1915 average car
The contents increased 3.0 tons

Another drawback to the economical movement of freight is that a great many consignees order not the full carload of freight, but merely the minimum allowed under the classification. It would materially help to solve the problem if in placing orders consignees would order enough to fill a car to capacity instead of the minimum, which very often does not represent more than half a carload.

Cars Carry More

The question of the capacity of cars is itself the subject of investigation. The standard of loading grain, for instance, has remained the same for many years, but improvement in the construction of cars has gone on steadily, so that the modern freight car can bear stresses greatly in excess of what was possible twenty years ago. The result is that there is prospect of considerably increasing the load line on quite a large proportion of freight equipment, thus increasing the train capacity without requiring additional train crews. Grain cars rated for 80,000 lbs. are found capable of carrying over 90,000.

It has been figured that if the average load could be increased on Canadian railways in 1917 by five times over that of 1915, this would be equivalent to 54,800 additional cars, requiring no additional locomotives or man-power.

Additional Cars—Without Building

Some pertinent figures in this connection are shown by the railway statistics of the Dominion. The first year for which figures are available is 1907, the last year 1915.

In 1907 the total tons freight carried one mile was 11,687,711,830. In 1915 this had increased to 17,661,309,723, or 51.1 per cent.

The aggregate capacity of freight cars (in tons) had increased by 131.4 per cent, and the total number of freight cars from 105,540, in 1907, to 201,690, in 1915, or 91.1 per cent increase.

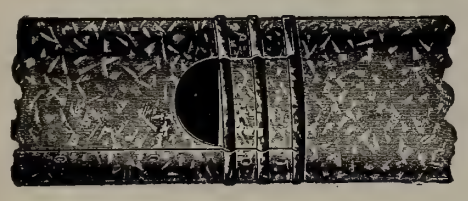
The illustration herewith shows the situation very clearly. From 1907 to 1915 the car capacity increased 5.8 tons; the contents increased only 3 tons. Forty-eight per cent of the additional car capacity provided **was not used.** To remedy the existing car shortage and improve freight conditions, loading the car to capacity should afford the solution. Increasing the average car load to 23.4 tons, or 5 tons more than during 1915, would be equivalent to placing **54,800 additional cars** in service upon our Canadian railroads.

Light bulky articles should be loaded to full capacity of cars. Heavier freight should be loaded to the maximum carrying capacity authorized—which is 10 per cent in excess of stencilled capacity.

The Canadian railroads urge the men connected with the manufacture, storage, shipment and sale of farm implements and machinery to co-operate with them in an endeavor to increase the existing carrying capacity of Canada's available rolling stock. This can be done by capacity loading.

MAX

SCREW JOINT WELL CASING



Reduces the Cost of Lining Drilled Wells.

Sizes 3 to 6 inches.

GALVANIZED

A READY SELLER WHEN ONCE INTRODUCED
WRITE TO-DAY FOR FULL PARTICULARS AND PRICES

Winnipeg Ceiling and Roofing Co., Limited

Manufacturers of Sheet Metal Building Goods and Farm Specialties

P.O. Box 3006 F.I. 2 Winnipeg, Man.

BELL AUTOMATIC STOOKER NEWS

NEW MACHINE SAVES WORK OF STOOKING GRAIN

Reprint from "Winnipeg Telegram," Oct. 17th, 1916.

"While Governments were wrestling with the problem of securing labor for harvesting, an Elmwood man set to work and devised a means whereby labor for this task is reduced to a minimum. This man is H. G. Lancashire, of Coburg Ave., Elmwood. He has patented an AUTOMATIC GRAIN STOOKER which takes the sheaves as they leave the binder, arranges them in bundles and automatically stooks them. The machine was successfully tried out on Mr. Albert's farm at Transcona where motion pictures were taken. Members of the Provincial Government and several civic officials witnessed the picture shown on Monday night and commented favorably thereon. The machine requires only one man for the dual operation of cutting and stooking."

Reprint from "Manitoba Free Press" Sept. 19th, 1916.

"It has long been a puzzle to Western Canadian farmers to find sufficient help at harvest time. This difficulty seems to be nearing its solution. It is evidenced by the film which was shown at Wonderland last night and taken by Manager Kershaw himself. The picture shows the latest step in labor saving farm machinery and takes the form of an AUTOMATIC GRAIN STOOKING IMPLEMENT. The film is remarkably good and depicts the machine in actual working operation in the harvest field. It is attached to a binder and receives the bundles after they have been cut and tied. One sees the bundles leaving the binder and being automatically conveyed to the machine which is upset leaving a perfectly formed stook on the ground. The whole operation is performed without manual help with the exception of the teamster in charge of the binder. The picture was taken on the farm of Charles Albert, Transcona."

Reprint from "Canadian Farm Implements," November, 1916.

"Recently Pantages Theatre, Winnipeg, showed moving pictures of the Bell Automatic Stooker in operation upon the grain fields near Winnipeg. This machine is the invention of H. G. Lancashire, of Winnipeg, and is being put on the market by the Bell Automatic Shocker Coy., of which H. Bronfman is President and W. Jones, Vice-President. The machine was developed by the Christiansen Harrow Works, Winnipeg, and was first tried on the farm of Mr. Boulton near Russell, Man., in 1915. It is stated that the principles of design were correct, but that more strength was required, consequently the machine was rebuilt and tried this year in the Dakotas, where report says it did very satisfactory work. It was tried out again this fall where observers claim it did very good stooking. The Christiansen people are confident that they have got the right machine and are preparing to produce models for next year's harvest trade.

Transcona,
August 25, 1916.

This is to certify that I drove the binder on this date while cutting part of my crop, with the Bell Automatic Stooker attached to it, which under my own operation and without any interference, set up the stooks shown on the motion picture taken by Mr. Kershaw of the Wonderland Theatre.

I consider that there is a great future for this machine in the market of Western Canada.

(Signed) C. ALBERT.

FOR FURTHER PARTICULARS WRITE THE BELL AUTOMATIC SHOCKER LIMITED, WINNIPEG

The Fit of the Plowshare

The Moline Plow Co., Moline, Ill., recently published a booklet dealing with the genuine plowshare as compared with the "duplicate" share. While the main argument is directed toward the quality of the shares made by the company, there are pertinent reasons which will apply to the shares produced by all legitimate plow manufacturers.

The booklet contends that because a share will go on a plow bottom is no reason to believe that it will reinstate that plow to its original state of perfection. It must not only go on, but must fit properly, give the correct angle, correct suck and correct landing, or it will mar the work of the plow and detract materially from its excellence. The maker of the plow is interested in producing such perfect repair shares that their use will prolong the perfect work of the plow and build up a lasting reputation for quality and excellence of production.

An extra share, to be perfect, must go on the plow bottom snugly, and when on and firmly bolted to place must have the proper suck and the proper landing in order to bring the bottom to its original correct lines.

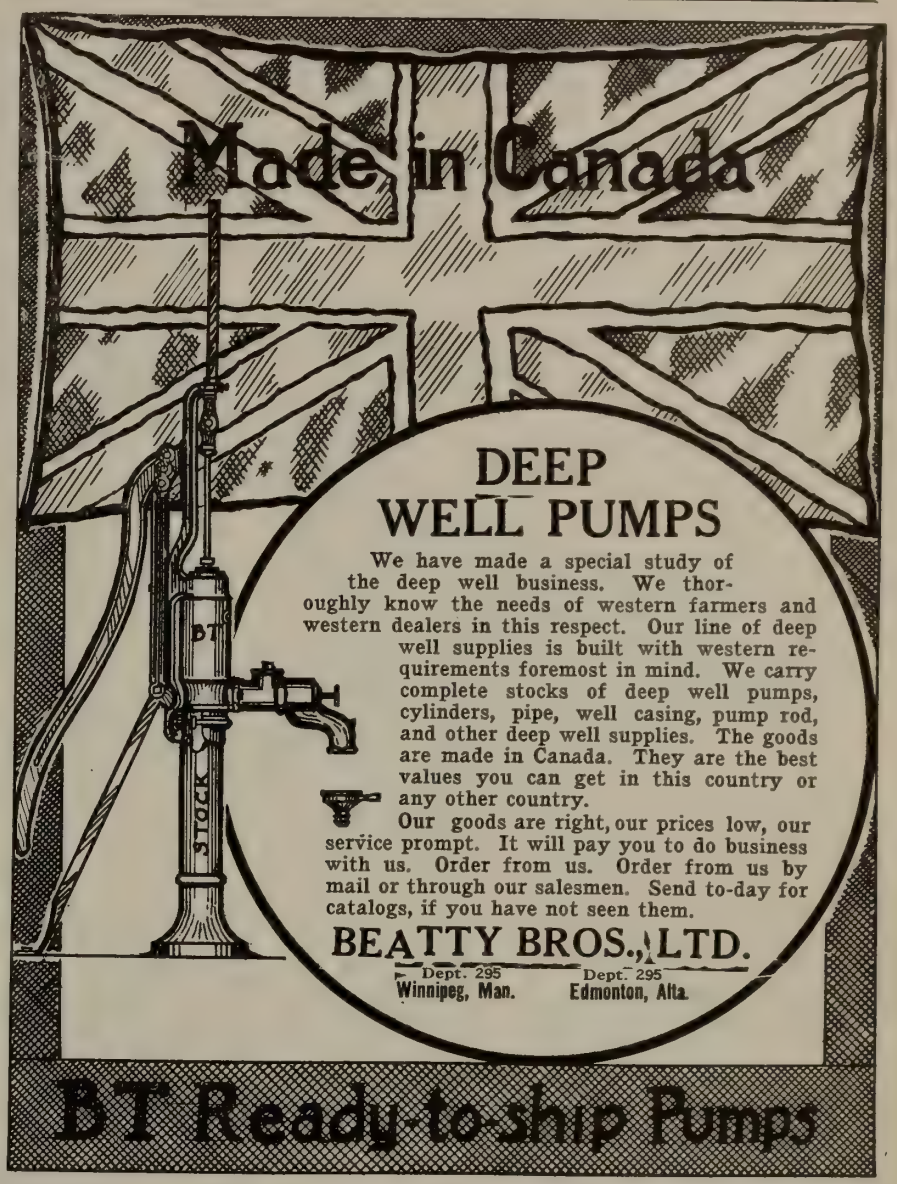
To insure this result a large number of extra shares in process of manufacture in the shop of the legitimate plow maker, are tried each week on pattern plows maintained in the shop for that purpose. This makes it possible to create duplicates at all times, and to instantly detect any difference resulting from the wear of dies and templates, and compels the upkeep of dies and templates in order to continue the perfect fit.

It is contended that the crucible soft centre steel used in the manufacture of duplicate shares is hammered and rolled from a large ingot to the standard implement slab thickness. The result, says this company, is that the constant reheating carbonizes and makes very brittle the soft centre lamination of the share.

The Personal Equation

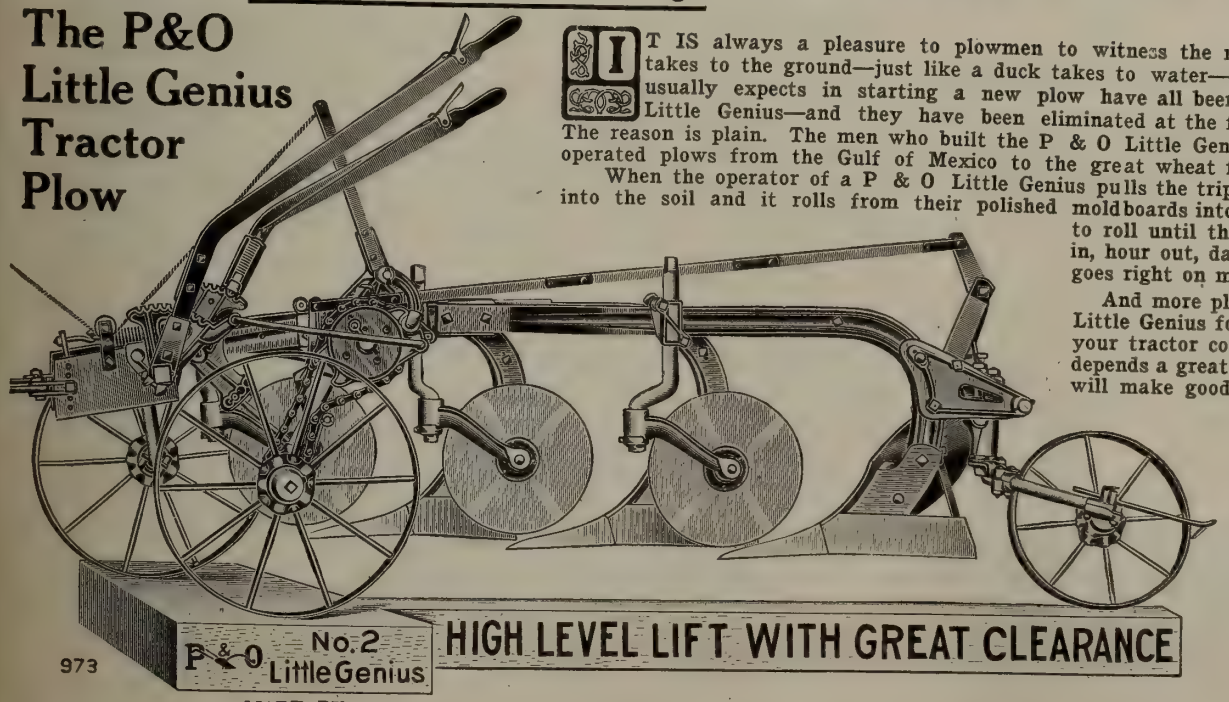
Let us not deceive ourselves about this. Normal beings choose their own destination and write their own passports. There is not one in all the crowded ranks of failure who is not—or was not—a potential success. Not all can scale the loftier summits, of course; but everyone can rise.

Lady visitors have one kind of foot-and-mouth disease!


Made in Canada
BT
STOCK
DEEP
WELL PUMPS
We have made a special study of the deep well business. We thoroughly know the needs of western farmers and western dealers in this respect. Our line of deep well supplies is built with western requirements foremost in mind. We carry complete stocks of deep well pumps, cylinders, pipe, well casing, pump rod, and other deep well supplies. The goods are made in Canada. They are the best values you can get in this country or any other country.
Our goods are right, our prices low, our service prompt. It will pay you to do business with us. Order from us. Order from us by mail or through our salesmen. Send to-day for catalogs, if you have not seen them.
BEATTY BROS., LTD.
Dept. 295 Winnipeg, Man.
Dept. 295 Edmonton, Alta.
BT Ready-to-ship Pumps

Built in the Factory to Make Good in the Field

The P&O Little Genius Tractor Plow



IT IS always a pleasure to plowmen to witness the manner in which the P & O Little Genius takes to the ground—just like a duck takes to water—naturally. The troubles which a plowman usually expects in starting a new plow have all been anticipated by the builders of the P & O Little Genius—and they have been eliminated at the factory—left out—they simply don't happen. The reason is plain. The men who built the P & O Little Genius are also practical plowmen. They have operated plows from the Gulf of Mexico to the great wheat fields of Canada, east and west.

When the operator of a P & O Little Genius pulls the trip rope, its splendid bottoms stick their noses into the soil and it rolls from their polished moldboards into perfectly turned furrows. And it continues to roll until the operator again pulls the trip rope. Hour in, hour out, day in and day out, the P & O Little Genius goes right on making good, and making friends.

And more plowmen every day are specifying the P & O Little Genius for use with their light tractors. Remember, your tractor cost several times the price of a plow, but it depends a great deal on the plow as to whether your tractor will make good.

Play it safe—the P & O LITTLE GENIUS has won thousands of victories and has never been defeated.

MADE BY
Parlin & Orendorff Co.
CANTON, ILL., U.S.A.

International Harvester Co. of Canada, Ltd. SALES AGENTS FOR CANADA
Winnipeg Brandon Regina Saskatoon Yorkton N. Battleford Estevan Calgary Edmonton Lethbridge

Binder Twine Prices

On April 9 the International Harvester Co., Chicago, announced their prices on binder twine, these prices applying only to accepted orders on file, and **not** applying to future orders. The company state that prices will be given for additional or new business at a later date. On April 14 the Plymouth Cordage Co. announced their prices for orders on file which are identical to those of the International Harvester Company.

Taking into account the base price quoted at Chicago, prices at Winnipeg would approximate as follows, on less than carload lots:

Sisal	16⅜
Standard	16⅜
Standard manila (550 feet)	17
Manila (600 feet)	17½
Superior manila (650 feet)	18¼
Pure manila (650 feet)	19

The usual allowances are made for larger quantities. It is stated that the volume of orders accepted before prices were published by the harvester organization covers nearly as large a tonnage as the company sold during 1916, both in the United States and Canada. The prices set were based on the company's average fibre cost up to date of announcement. Prices on orders taken from April 9th on will be based on the current price of fibre. Sisal fibre now stands at 16½ cents per pound, New York.

Compared with last year's prices, the prices shown indicate approximately the following advances: Sisal and standard, 6¾ cents; on standard manila, 6½ cents; on manila, 5¾ cents on superior manila, 5½ cents; on pure manila, 6¼ cents. It would seem evident that all the twines running longer than 500 feet to the pound are cheaper per foot than sisal or standard. In the manila fibre market, prices have been advancing recently, and the supply for immediate delivery is practically exhausted. There is a difference of 2½ cents between sisal and manila. Sellers are asking 19 cents for manila fibre for May-June shipment. Press reports state that the farmers' organizations in Western Canada have already sold 2½ million pounds of twine, and that they have contracted for seven million pounds—twice the quantity sold by them during 1916. During the months April to December, 1916, Canada imported binder twine to the value of $6,414,588.

Get Behind The Outfit That Delivers The Goods

A Fairbanks-Morse combination outfit will thresh your customer's grain when it is ready. It threshes clean—saves all the grain and is easily operated.

The Sturdily Constructed Separator

has steel body, massive shafts and liberal bearings. The stout braces, the choice hardwoods and the excellent workmanship unite to make this—the **Better** separator.

Observe the extra width of body—46 inches. The wide decks, wide shoe, wide sieves, make for clean and thorough work.

Power! All That Is Wanted—And More!

A 20 h.p. Twin Cylinder Engine drives the 24 in. x 46 in. machine with Self Feeder, Wind Stacker and Automatic Register. For hand feed the outfit is powered by the famous 15 h.p. "Z." Both are horizontal engines—both burn cheap kerosene—with smooth throttling governor, magneto ignition and friction clutch pulley.

Sell this 24-in. by 46-in. Thresher mounted separately, to those who already have 10 or 20 h.p. tractor or larger.

The Canadian Fairbanks-Morse Co., Limited

SASKATOON WINNIPEG CALGARY

Costs Less to Operate—Runs on Cheap Kerosene

Massey-Harris Service

The Massey-Harris Co., Toronto, have published three very appropriate leaflets dealing with the service rendered by this well-known company. No. 1 deals with the value of permanence, how from a small start, 70 years ago, the organization has grown to its present importance in the implement supply industry. Quality of the goods produced is emphasized.

The second leaflet represents the value of the local agent as a means of service to the Massey-Harris customer—how a helping hand is always near the user of Massey-Harris implements. A strong espousal of the local agent is voiced in this leaflet. The last of the series shows the importance of the repair service rendered by the company—the huge value of repair parts which are kept so that the customer may have no delay in procuring extra parts on the shortest notice. These leaflets should be greatly appreciated by the farmer and should be to the benefit of agents for the Massey-Harris Company.

A New Farm Implement Catalog

We are in receipt of a new implement dealers' catalog, published by the Bell Automatic Shocker Co., Winnipeg, which concern has succeeded the Christiansen Harrow Works, manufacturers of the well-known Christiansen plow packer and harrow attachments. These lines, it is announced, will only be sold through the trade.

While specializing in the production of the Bell Automatic Stooker, the newly organized company will, with considerably increased factory facilities, continue to produce the Christiansen line. The Bell Automatic Stooker underwent stringent tests in the harvest fields of both the United States and Canada last year, and the company state that they have found it thoroughly practical and efficient in every respect. Only a limited number of these machines will be produced for the 1917 harvest, the plant concentrating on the production of plow and harrow attachments.

The new catalog shows how these attachments are the result of twenty years' application and development. It fully illustrates and describes the various machines, the plow packers which are attachable to any plow, and the harrow attachment, which, it is claimed, pays for itself on the first 50 acres the farmer plows.

Further lines shown are land packers for horse or tractor use, all packers being equipped with patent hollow axles which ensure steady lubrication and light draft. All-oak boss harrows, channel steel harrows, flexible harrows for engine use, harrow carts, subsurface and mulcher packers are other lines shown in this interesting booklet.

Copies of this catalog can be procured by interested dealers who address The Bell Automatic Shocker, Ltd., Austin St., Winnipeg. It should be a handy booklet for the files of any dealer.

Aspinwall Patriotism

The Aspinwall Mfg. Co., Jackson, Mich., manufacturers of potato machinery, announce their recent offer to the U. S. government, for government use in government controlled land, of their line of potato machinery, at cost price. This, the company state, is their way of "doing their bit" to develop a greater potato acreage, which is of vital necessity. The patriotic spirit show by this company is being emulated by many other concerns in the United States.

British Imports of Farm Machinery

In connection with the prohibition on the import of agricultural machinery in Great Britain, the Board of Trade announce that the intention is to control the importation in order to ensure that the machinery it is desired to import is of the right type, fulfils the most useful purposes, and is distributed over the country in the districts where it is most required.

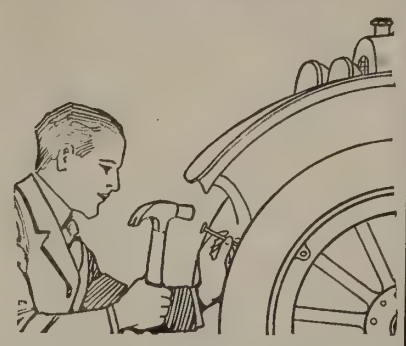
Applications for licenses will be considered by the Department of Import Restrictions, 22 Carlisle Place, Westminster, London, S.W., if previously approved by the Director of Agricultural Machinery Branch, Ministry of Munitions, Hotel Victoria, London, to whom importers should first apply, giving full particulars of the machinery they desire to import.

DEALERS! HERE'S A PROFIT YOU NEVER HAD BEFORE!

Get the Agency for

KOR-KER PUNCTURE CURE

LOOK AT THE TEST! KOR-KER DOES THAT—AND MORE



Driving Nail Into Tire Treated with Kor-Ker Puncture Cure. This is the strongest proof any one can ask and will convince the most skeptical.

Why Every Autoist Wants Kor-ker

Five years' practical tests have proven Kor-ker a supreme success. Motorists have tried Kor-ker out and found it's *made good* under the *most severe tests.*

KOR-KER *seals punctures* instantly and permanently.

It ferrets out and *stops slow leaks.*

KOR-KER *prevents under-inflation*—you dealers know what that means to the life of a tire.

KOR-KER is a *preservative of rubber.*

We *guarantee* it *will not injure* tires, but on the contrary *give them longer life.*

For years men have tried to find a puncture cure—*and now we've got it.*

By selling Kor-ker in your district you can make big, liberal profits. Just make us prove to you that Kor-ker is the one perfect puncture cure. Ask us for dealer's booklet and our money-making proposition. Don't delay. Someone will sell Kor-ker in your town. Address:

KOR-KER SALES COMPANY, LIMITED

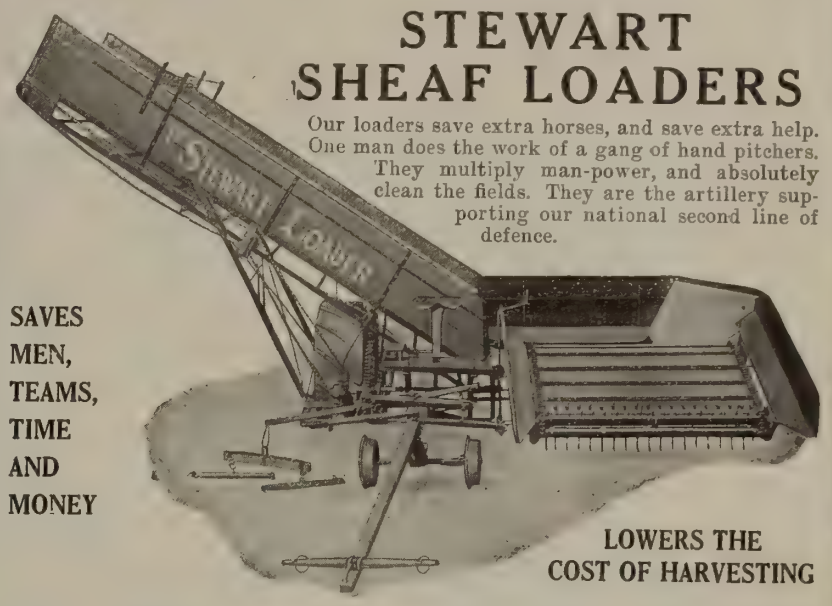
902 CONFEDERATION LIFE BLDG. WINNIPEG, MAN.

THE SECOND LINE OF DEFENCE

BEHIND the soldier—behind the manufacture of war supplies—stands the Canadian Farmer. His individual duty is to increase agricultural production—and that without available man power. The solution of greater agricultural production is more farm machinery. This year—the decisive year—not a head of wheat must be wasted. Every kernel is required; every acre must be harvested at the lowest possible cost. This can only be done by the use of

STEWART SHEAF LOADERS

Our loaders save extra horses, and save extra help. One man does the work of a gang of hand pitchers. They multiply man-power, and absolutely clean the fields. They are the artillery supporting our national second line of defence.



SAVES MEN, TEAMS, TIME AND MONEY

LOWERS THE COST OF HARVESTING

Don't Delay: Line Up Your Demand—NOW

Send us your contracts and ensure delivery. Our Loaders save $15 to $30 daily during harvest. Hundreds of farmers testify to that fact. Let us show you what the Loader did for them.

We manufacture a full line of high grade Separators for light tractor use; or as combination outfits. Ask for particulars and prices.

THE STEWART SHEAF LOADER CO., LTD.

470 MARTIN AVENUE WINNIPEG, MAN.

Leaders in Quality, Style and Reputation

McLaughlin
Carriages, Brockville, Canada

"ONE GRADE ONLY AND THAT THE BEST"

Canada's Standard Vehicles

The fathers of your customers used McLaughlin Vehicles; their sons maintain an insistent demand. Handling this line, the prestige of years brings you Big Buggy Business. It's an asset you cannot overlook.

Our No. 542B Auto Seat Top Buggy, shown herein, is a job you can sell against any competition. Standard Sarven wheels; new parallel twin reach; extra long springs, 15-16 inch low arch axles. Body 24x56 inches, indestructible type. Roomy, comfortable Seats. Painting—body black; gear—black, green, red or carmine. Finely striped. All leather trimming—extra deep cushioning. Special automobile, quick-remove top.

Interested? Send a Letter—To-day

They Want a Simplex—Farmers, Stock Raisers, Dairymen, Merchants, Tradesmen, Liverymen

SIMPLEX SHORT-TURN TRAILERS

FIVE MODELS—Capacities from 1000 to 2000 lbs.

Save wear and tear on the automobile. Sell in town and territory. The short-turn design is found only on Simplex Trailers. Frictionless bearings. Quick-shift hitch—ball and socket. Solid or Pneumatic Tires. Ask us for full particulars and agency offer.

The Canada Carriage Company, Ltd.

156 Princess Street .. Winnipeg, Man.

Stocks Carried at: WINNIPEG SASKATOON MOOSE JAW CALGARY EDMONTON

The World's Wheat Production

Pessimists declaim that the world is in danger of starvation, but a study of statistics seems to contradict that theory. The average annual wheat production in all countries is around four billion bushels. This can be enormously increased in two ways: First, by growing more per acre; second by bringing under cultivation lands which have produced so far only wild grass. Hunger pinches or general food shortages need only be temporary.

Of the four billion bushels in round numbers, the United States produces one-fifth, or 800,000,000 bushels. Russia in Europe contributes about the same amount to the world's bread supply. Asiatic Russia and Australia produce only about 100,000,000 bushels each, and Canada 300,000,000 bushels.

Without an increase in average production per acre, the United States is capable of producing at least two billion bushels of wheat annually; Canada, one billion; Australia, ½ billion; European Russia, two billion; and Asiatic Russia anywhere from 2 to 6 billion bushels. In many other countries, such as Argentine, production could be proportionately increased.

In other words, by more practical and scientific farming, and by the greater use of modern farm machinery, the world's production of wheat could be conceivably multiplied by three—and without sacrificing the acreage of other crops. Man may starve, but not if he increases production by the use of machinery.

A State Implement Factory in Australia

A state implement works, we believe the only institution of the kind, carried on by the government of West Australia was established in 1912. The idea behind the project was to cause importers and dealers in that state to reduce the prices of machinery to the consumer — who alleged that farm machinery prices were too high. It is an interesting fact to note that now the Western Australian government, after five years' machine manufacture, concede that an erroneous view was held as regards machine prices, while the results aimed at have not been achieved, for machine prices are as high as ever.

The reasons for high prices of machinery in West Australia were, of course, freights from the implement producing centres of the world to Australia. A long time was required for the shipment of goods, which on receipt met an importation tariff of from 10 to 30 per cent. As in Canada, the expense of clearing land and the high cost of implements made extended credits imperative. Three yearly payments are almost the rule in West Australia.

On the other hand the government, seeking to develop by the most rapid means possible the resources of the land, has offered inducements which have led many men without capital to take up farming, making long credits necessary. The expenses attached to selling goods, settling accounts and providing for bad debts have consequently further increased the cost of farm machinery

After four years of effort the State Implement Works have failed to lower prices for farm machinery. The accounts for 1915-16 show that the capital involved in the project was $1,456,343. This capital was provided by the government, and prior to 1916 no interest was charged. The loss on the works last year was $128,870. In 1916 the value of the implements sold amounted to $360,555. These include cultivators, moldboard plows, disc plows, fertilizer disc drills, windmills, chaff cutters, tooth harrows, rakes, winnowers, and stripper harvesters. For this season the works are concentrating chiefly on stripper harvesters, while a few imported lines, including a binder, are sold.

Some 250 men are employed, the highest wages paid mechanics being $3.35 a day. Forty-eight hours a week are worked. Despite the fact that the government manufacture of implements in Western Australia has not been a paying venture, other states in the Commonwealth are investigating this plant, which is located at Freemantle, with a view to instituting similar factories. The West Australia government was the first government in the Empire to inaugurate a farm machinery plant, and it is significant that it has not been a financial success. While it labored under considerable difficulties in the way of obtaining raw materials, it is questionable whether such a venture by any government would justify its existence.

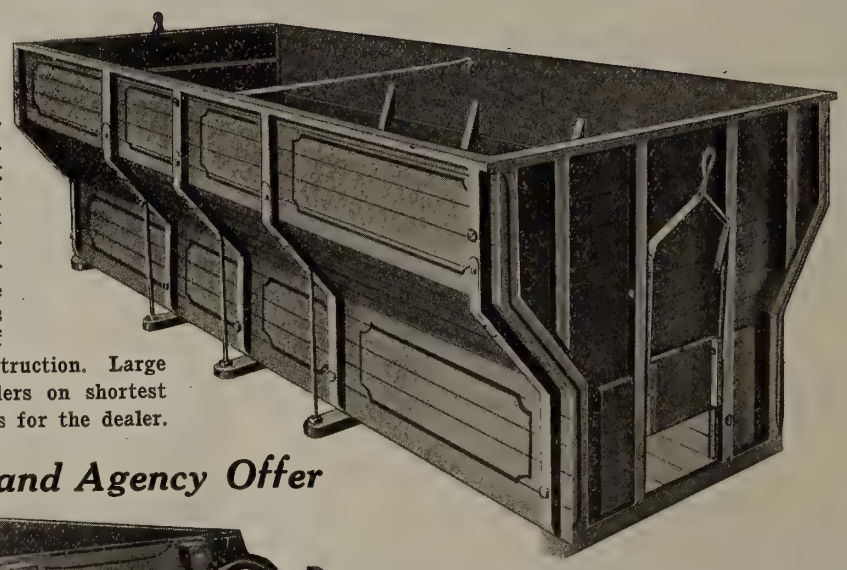
Peddlars' License Law in Kansas

The implement dealers of Kansas have been largely instrumental in amending legislation affecting the sale of goods by peddlars in that state. Peddlars outside the limits of any incorporated city in the state pay an annual tax of $25, those with an automobile or selling by samples $50. The tax does not apply to persons who have resided in or done business continuously in the county in which they work for a period of one year preceding the time of sale, or to persons selling at wholesale to merchants; or to persons selling fresh meats, fruits, farm products, trees or plants exclusively.

Regret to report that the booze business is not what it used to be, but the sale of patent medicines is on the increase.

HERO GRAIN TANKS and FANNING MILLS

TANKS IN SIZES
125 and 150 Bus. Capacity



HERO Tanks are made of selected, well-seasoned lumber. Tops capped with 2-inch strip. Extra heavy bottom. Strong angle iron knees 1½ x 1½ x ⅛ inch. Lined with hardwood. Angle iron joint between sides and bottom ensures flax-tight construction. Braces are adjustable to overcome sagging—an exclusive feature. Owing to design of knee, tanks will nest more to a car than those of any other make. Specially strong construction. Large stock on hand. We can fill your orders on shortest notice. HERO Tanks are profit-builders for the dealer.

Ask for Particulars and Agency Offer

THE NEW IMPROVED "HERO" FANNING MILL—

THE BEST MILL ON THE MARKET

"HERO" Mills have a reputation that brings you repeat orders. The new "HERO" No. 1 size has 48 inches added screen capacity, the No. 2, 64 inches over the original model. Divided curtains between sieves let oats slide through, and prevent "tailing-up." All screens are interchangeable; perfect adjustment for blast. Strongly built, we guarantee the New "HERO" to clean more grain and do better work than any mill sold.

We are ready to receive dealers' contracts. Our company is newly organized, and we guarantee prompt shipment of all orders from dealers. Write us at once.

DEALERS: DECIDE NOW! BIG PROFITS AWAIT YOU

IN THREE SIZES
24, 32 and 48 inches

Hero Manufacturing Company, Ltd.
(UNDER NEW MANAGEMENT)
WINNIPEG, MAN.

Fairbanks-Morse Threshing Machinery

One of the most remarkable features in the Western Canadian farm machinery field has been the rapid development of the individual or combination threshing machine and the small separator. The possibility of threshing at the right moment appeals to every farmer, while these outfits supply him with an engine which is adaptable to his power requirements the year around.

It is obvious that the size or style of outfit will largely depend upon individual preference and local conditions. A very complete range of these outfits is shown in a special catalog on threshing machinery just issued by the Canadian Fairbanks-Morse Co., Winnipeg. The different capacities of the Fairbanks-Morse outfit offers a wide selection. For a capacity of seven hundred to a thousand bushels per day the Fairbanks-Morse 24-46 Junior Separator is applicable. Should a larger capacity be desired a 24x46 standard separator is shown. These separators are ideally suited for use with any tractor the dealer's customer may have.

As a means of all round farm power, the catalog illustrates the Townsend twin cylinder kerosene tractor, a strong machine of simple design, weighing 5,500 pounds. Producing 10-20 h.p. or 12-25 h.p. with the larger design, this tractor drives either the 24-46 Junior, or the 24x46 standard separator — with 16-bar cylinder. Both separators are fully equipped with self feed, wind stacker and automatic register.

Full constructional details and clean cut illustrations are given of both the Junior and Standard separators. The descriptive matter is clearly and concisely written, so that the dealer can get the strong selling features of the goods at a glance.

The second section of the catalog describes the Fairbanks-Morse 15 h.p. Combination thresher, comprising the Junior Separator with hand-feed tables, wind stacker and plain high loader or automatic register. The frame is of 7-inch channel steel, and the motive power is the well known 15 h.p. Fairbanks-Morse type "Z" kerosene engine. With the exception of the engine, every part of this outfit is manufactured in Winnipeg.

The 20 h.p. Fairbanks-Morse Combination Thresher is driven by a 20 h.p. type "Z" engine, and has a 24x46 separator, with self-feeder, wind stacker and automatic register. The feeder is the well-known Langdon type, the register a "Hart." Sectional details of the feeder are shown, also the cylinder assembly of the F.-M. standard separator. This company produce separators in five sizes: 20x42, 24x46, 28x50, 32x56 and 36x62. Dealers interested in combination threshing outfits and separators for individual use should benefit by writing the Canadian Fairbanks-Morse Co., Winnipeg, for a copy of this very interesting catalog.

Trade Journals Co-operate

In the United States the trade journals, especially those connected with the farm implement industry, are giving their active co-operation in both an editorial and free advertising sense to the U S. government in its war activities. The President's appeal to the nation appeared in full in all implement trade publications in that country. It is heartening to see our contemporaries getting into the game this way. "More power to them. "U. S. and "us" spell the same and mean the same thing these days. The National Implement & Vehicle Association as a body has tendered its services to the U. S. Government in any capacity in which it can help.

THE
SEAL OF QUALITY
LINE
DUNLOP
CERTAINTY IN
THRESHER BELTS
Both Dunlop "Prairie" and Dunlop "Reliance" are made of a special high-grade duck. A superior rubber friction welds the plies firmly together, and a very tough, wear-resisting rubber face ensures a ready pulley grip. Because of this latter feature, the tendency to slip when wet, or to burn or run off when tangled sheaves are drawn swiftly into the cylinders, is minimized.
DUNLOP
THRESHER BELTS
"PRAIRIE" & "RELIANCE"
To lend double security these brands are stitched very closely with vulcanized thread by an improved method, which sinks the stitches to avoid a lumpy surface. This is the reason they are noted for such smooth, evenly-balanced faces. Practically all stretch is removed during the manufacturing process, so that the constant adjustment of the engine to ensure the proper tension is not necessary as in the case of leather or canvas belts.
Both of the above brands of Belts are regularly supplied endless and stitched, unless otherwise ordered.
Dunlop Canvas Thresher Belts and Dunlop Agricultural Hose are conspicuously upholding the reputation of the "Two Hands'" line of Rubber-made Goods.
Dunlop Tire & Rubber Goods Co., Ltd.
Head Offices and Factories: TORONTO
BRANCHES:
Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, N.B., Halifax
WINNIPEG BRANCH: CANADA BLOCK, 354 DONALD STREET
REGINA BRANCH: BANNER BLDG., 1769 CORNWALL STREET
SASKATOON BRANCH: 311 TWENTIETH STREET, EAST

U.S. Getting Busy

Our Allies across the international boundary are getting busy now that they have entered the war. A whirlwind campaign of national preparedness is under way. Four great fundamental problems are being considered: Production and labor; distribution and prices; economy and utilization, and effective organization. As in Canada, the poor old farmer is being preached at; is asked to do his best and produce more. Mobilization is being shown, not only in a military sense, but mobilization of all available service, of federal and state departments of agriculture, colleges of agriculture, press cooperation, banks, commercial organizations, etc.

Every effort is being made to increase the food supply of the nation, for it is fully realized that the Allies look to the United States for a large part of their food supply in the immediate future. Live stock and dairy production, farm labor and a thorough survey of the food resources of the country are being considered.

It is suggested that the government, in conjunction with other bodies, should take steps to facilitate the supply of farm implements and machinery, particularly of seeding and harvesting machinery, while steps should be taken to secure the preference movement of freight shipments of machinery, seeds and fertilizers.

All this is very necessary, for the six million American farmers have one hundred million to feed at home, and many millions abroad waiting for what they produce. The recent census of tractors taken by the U.S. government has an idea behind it. It is safe to say that the U.S. Department of Agriculture is going to exert, in several different directions, its influence on behalf of tractor expansion. One angle of the situation is the proposal that the government develop ways and means of assisting farmers to add tractors to their farm equipment.

On the other side of the question, it will be impossible for the manufacturers of implements and machinery in the U.S. to supply the demand for machinery unless they are able to obtain prompt deliveries of material. Factories state that the demand for tractors and tractor plows already is away ahead of the supply, not because of the limitations of factory capacity, but because the supply of raw materials—notably steel—is lacking. Manufacturers are experiencing the greatest difficulty in getting deliveries of both steel and malleables so that the production of labor-saving farm machinery, already hampered, promises to become acute. Manufacturing interests in the United States are asking the federal authorities to require rolling mills and foundries to furnish the manufacturers of farm machinery with their reasonable requirements, in preference to filling orders for manufacturers whose product contributes only to the luxury or convenience of the nation.

It seems evident that it is futile to expect increased agricultural production unless the farmer can obtain machinery for his work, and we do not doubt that the United States federal authorities will take measures to ensure the manufacturers of farm machinery a supply of raw materials so that the very essential output of labor-saving implements may be in no way hampered.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager — A. A. THOMSON, Editor

811-12 Confederation Life Building — Telephone Main 518 — Winnipeg, Canada

SUBSCRIPTIONS

$1.00 per year in Canada; Foreign $1.25 per year. — Single Copies, Ten Cents

ADVERTISING

Rates Made Known on Application

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MAY, 1917.

Know What You Are Doing

Let no dealer be deceived by doing a lot of business. Every man ought to know what he is doing; he must stop guessing and have definite records of his business transactions. Compare costs of this year with last year. Take your expense items, one by one, and tackle them with a view to reduction. For example, how much do you pay for interest, and is it too high because you have too much money tied up in stock or in customers' accounts.

Rent—try to do more business in the same space—make each square foot of your space most productive. Give the store a chance to sell goods for you. Light, heat, power—small wastes to be sure, but worth looking after. Discounts—half of your net profits ought to be made in this one item. Collections—no profit is made till you get in the money. Maybe you have been a trifle lax in this respect. Salaries—how do your employees use their time? Do they make it earn money for you? Which ones are doing best? Don't guess—have records that will tell you. Which branch or branches of your business are carrying the load? Find out and make the others earn or throw them out.

Know your expenses down to the last notch above stinginess. Keep your sales up. Look out for the little leaks—a dollar or two now and then—which takes such a big slice out of the net profit.

A National Calamity

E. Larsen, a Norwegian agricultural engineer, looking into power machinery methods in America, reports that there are only two tractors in Norway. Wouldn't it be Hades for Norwegian agricultural production if half the tractors in the country got stalled! The t'other might strike in sympathy!

Advertising to the Dealer

In the brain of those who advertise to the retail dealer there is, in some cases, an erroneous connection between consumer and dealer advertising. The average consumer publication, such as the farm journal, makes its strong feature in its large circulation in the territory which the advertiser wishes to cover. The advertiser, unconsciously perhaps, is, when considering the question of advertising, influenced by large circulation. Yet in any one territory, owing to the number of farm journals now in circulation, there is a large amount of duplication in circulation; the same advertisement is presented to the consumer from two or three publications. This overlap cannot exist in the case of a single trade journal serving the dealers in a given area. Dealers in any line are not so numerous as the people who patronize them. Publicity in a trade journal cannot be judged from the quantity standpoint, but rather from the standpoint of quality.

Using the one journal that serves a trade in any given territory, the advertiser loses nothing by his publicity overlapping, but his advertisements none the less have a large pulling power when directed to the dealer. It has been estimated that the average implement dealer has three hundred customers; some may have half that number, some may have double that number. The value to the advertiser of an enquiry regarding his goods from a dealer is consequently multiplied that many times over the value of an enquiry from a buyer direct.

In this regard the advertiser often judges erroneously the value of dealer advertising. He does not consider the potential value of the dealer enquiry as compared with the value of the enquiry from the single farmer. When you sell a dealer you sell not one man but a district. The extent of the demand depends on the quality of the goods and upon their appropriateness in that locality. By reason of locality, the dealer may not require what you advertise, while the price of the goods, and the demand that may exist for them, have a direct effect upon the frequency of sales. The machine that sells for sixty dollars will naturally have a greater demand than that which sells for six hundred. When the average dealer is shown seasonable lines, or lines which have a possible demand in his territory, he is by no means slow at finding out all about them. He reads his trade paper with close attention, and is more interested in advertising than the con-

sumer. He is not confused, as is the farmer who sees the same advertisement running in different journals, yet who often does not know how or where to get the goods unless they are of the mail order type. Advertise to the dealer what he wants, when he wants it, and at a right price so that he can compete with other institutions, and you will find that he is very much alive to your trade publicity.

Canada's Machinery Demand

A study of statistics gives some idea of the great demand for farm machinery in Canada. Beyond the sale of Canadian-made goods, importation records indicate the value of farm equipment which enters Canada annually. In the eyes of many, Canada is not regarded as a great exporter of farm machinery, yet the Dominion exported implements to the value of $3,353,635 during the fiscal year of 1916.

During the nine months ending December 31, 1916, some of Canada's machinery importations were as follows: Binder twine to the value of $6,414,588 was imported into the Dominion. Buggies, carriages and wagons, to the value of $149,650 were also imported. Binders, mowers and reapers totalled a value of $766,038; plows, cultivators and harrows, $926,050; horse rakes, $25,417; manure spreaders, $64,432; feed cutters, $44,871; hay presses, $58,044; windmills, $43,528 and gasoline engines to the value of $3,184,861.

Cream separators and parts had a total value of $428,411. Steam engines for threshing purposes, $2,313,733, and grain separators, $1,642,469. The total importation value of light agricultural implements for tillage and field use alone was $2,242,296.

These figures are interesting when it is taken into account that they represent only the months—April 30 to December 31—and do not include the heavy spring importations.

The Solution

Lack of labor and high labor cost are more and more inducing the Canadian farmer to instal up-to-date farm machinery. Modern machinery is the surest road to success for the farmer. Plows, tractors and implements give the fullest measure of real intrinsic, productive value. Nothing bought and used by the farmer, or handled by any class of men give sounder, fuller value, or bring more profitable returns to user and community than the implements you sell your customers. Labor-saving implements are not an expensive outlay, but a sure dividend-paying investment.

Farm lands are increasing in price, farm labor increasing in cost, and the price of horses advancing. The problem of the farmer is to produce more with more expensive help. The solution is that he must use the best, most efficient and most modern implements. A great deal of time is spent in doing the chores around the average farm. The hired man, the individual who attended to these, is a missing quantity. Never was there a time when there was a greater opportunity for the dealer to sell small gasoline or kerosene engines. To stock engines and sell them should be profitable in almost every district. In selling a cheaper and less efficient engine the dealer may get the same margin of profit as on a more expensive but better engine, but when he figures the cost of service and the possibilities of future trade, it will pay him to stock, push and sell a thoroughly reliable farm engine that will save hours of toil for the farmer, and will lighten his labor around the home and barns.

Higher Freight Rates Demanded

The Canadian Freight Association have demanded a flat increase in freight rates of 15 per cent. The reasons set forth, which, in the judgment of the railroads, justify this demand are: The great addition to operating expenses faced by the railways. Every commodity used shows large price increases. Labor costs are at the highest record known and equipment costs twice as much as formerly.

The increase in fuel cost is emphasized. The roads in Canada use approximately nine million tons of coal a year; new coal contracts call for an increase in price of about 100 per cent. The railroads further pay the government a duty of 53 cents per ton on steam coal brought in from the United States. Other material advances quoted are: locomotive, 90 per cent; passenger cars, 50 per cent; freight, 50 per cent; rails, $10 per ton. The Canadian railroads have accordingly made the above request to the railways' commission. In this connection it may be noted that the railways in the United States are also asking permission to make a horizontal advance of 15 per cent.

The railways' commission in Canada should know the financial condition of our Canadian railroads. It should know what their increased operating expense amounts to, and should know how much more they are paying for wages, rails and rolling stock than they used to pay. Memorandums from the roads will, of course, have to be considered, but a thorough investigation should be necessary to figure all the operating expenses of our railroads down to a fine point before any petition for increased rates be granted.

The railways' commission should have sufficient knowledge of the conditions under which the roads labor to determine whether any such advance in rates is warranted, and if an advance be necessary, it should be a percentage which is not excessive from the public point of view. The railroads have their increased expenses—so have the shippers. Increased expense, to do business, even to live, is a thing regarding which every individual in Western Canada is cognizant. Any increase in freight rates which is not justifiable will only make the Western consumer's dollar still further depreciate in purchasing power—and that it has depreciated sufficiently already the man in the street will readily agree.

Pocket and Patriotism

While wheat has fluctuated around $2.50 a bushel for the past day or two, at the date these words are written, it would seem that there are some patriots in the country who are waiting until it reaches three dollars before they sell. The type of man who waits for record prices, while flour and bread are kiting upwards, is also the gentleman who denounces the "heartless corporations" who raise the prices of farm machinery without reason! Their indignation at such trusts is wonderful, but the "trust" epithet only applies when it hits the pocket of the agriculturist. There is good reason for the present price of machinery but none for the holding up of wheat.

Free Import of Tractors Squashed

In the house at Ottawa, Arch. McCoig, member for West Kent, introduced a motion that farm tractors be allowed to enter Canada duty free. Considerable argument took place in a debate, Sir Thomas White and others opposing the motion. A member for Hamilton declared that not one farmer in two thousand would use a tractor, while other statements, which can only be termed remarkable, were made on the tractor business. On a straight party division the resolution was defeated by 48 to 28.

Personal

E. G. Elliott has opened up at Cabri.

Paul Wald is a new implement dealer at Allan.

Thomas & Fish are automobile agents at Ogema.

Gibson & Dewitt carry on a new garage at Napinka.

John Donald, Davidson, has sold out to Jansen Bros.

Moe Bros., machinists, have opened a shop at Kisbey.

Lock & Tracey are new implement dealers in Langham.

Burns & Newton are a new automobile concern at Roblin .

W. P. Packard has commenced an implement stand at Craik.

Martin Spellisey has opened an implement business at Abbey.

K. A. Osioway is the name of a new implement man at Lemberg.

C. G. Elliott has discontinued his implement business at Piapot.

J. L. Campbell has commenced an implement business at Ettington.

M. Wade is now carrying on an implement stand at Bridgeford.

The Pioneer Tractor Co., Calgary, has discontinued operations.

John Hanson, dealer at Clanwilliam, has sold out to J. T. Leigh.

Riecken Bros. have opened a garage and auto business at Girvin.

M. Clever has sold his automobile business at Champion to J. Harper.

C. H. Pollard has succeeded E. Adron in an implement business at Kisbey.

Morris Levine is owner of a new automobile supply business in Regina.

E. Bogen is the latest addition to the implement fraternity at Elrose.

Rudolph Berndt has opened a garage and implement business at Midale.

C. E. Hilseth is proprietor of a recently opened harness store at Admiral.

P. S. Shillan, Acme, has been succeeded by the Acme Motor & Garage Co.

Porter & Depew are busy in their new implement warehouse at Champion.

R. Fletcher has commenced an implement and garage business at Alexander.

The Favorite Thresher & Supply Co. was recently incorporated in Winnipeg.

The Plumas Garage Co. is a

new concern in that town. C. E. Leary is proprietor.

Swift & Emery have commenced a lumber and implement business at Kingman.

James S. Bennie is the name that graces a new implement store in Nemiskam.

Pophorn & Co. is the name of a new firm of implement dealers located at Brant.

Rinker & Stewart is the title of a recently organized firm of auto agents at Moose Jaw.

W. J. Sutts, Neville, has sold out his implement store at that town to J. W. Dowsett.

Enns & Kuester, dealers at Blumenhof, have dissolved partnership. P. Enns continues.

A. J. Bower has bought out the harness business at Verwood formerly owned by J. R. Rhodes.

M. E. Sproule & Co., Assiniboia, have sold out their business at that point to W. J. Gibbons.

W. S. Rattery, garage owner at Kamsack, has taken one Fieldman as a partner into his business.

C. J. Halverson has bought out the implement business at Tyvan formerly carried on by Roy Kissinger.

The New Home Machinery Company was recently incorporated at Saskatoon. Capital is given as $20,000.

Brady & Morgan have bought out the implement and coal business at Ponoka formerly carried on by Alexander Tugman.

The plant of the Canadian Western Foundry & Machine Co., at Medicine Hat, has been leased to Martin & Phillips.

The Avonlea Motor & Implement Co. has been incorporated in that town. The capital of the company is given as $40,000.

Albert Lieske is proprietor of an automobile business at Govenlock. In the same town M. D. Goodman has opened a harness business.

At Neville, Detlefson & Marquardt, dealers, have dissolved partnership. In the same town, Tronsgaard & Co. are a new implement firm.

K. Douglas and T. F. Simpson, of the Massey-Harris Co., Toronto, recently toured the western states studying crop conditions in that territory.

The Western Steel & Ornamental Iron Works Co., Calgary, are applying to change the name of the company to Western Steel & Iron Works, Ltd.

L. C. Scott, manager of the western headquarters of the Sharples Separator Co., at Regina, was a recent business visitor to Winnipeg.

G. L. Avery, of the Avery Co., Peoria, Ill., has sold three sections of land which he owned at Black Spring Ridge, Alta., to Mr. Roberts, of Peoria.

The Bruno Lumber & Implement Co., Bruno, has had a change in ownership. P. A. Schwinghammer now has sole control of the business.

C. A. Anear has discontinued his harness business at Tribune. In the same town S. A. Sykes has bought out the implement business of Norman Riddle.

Chris Johnson, the popular dealer at Baldur, was a recent visitor to Winnipeg. Mr. Johnson bade goodbye to a son who left the city with an overseas battalion.

A partnership has been registered between L. Watson and John George, of Morden, to carry on a business as implement dealers in that town under the heading of Watson & George.

J. W. Ackland, president and general manager, and F. Wright, assistant manager, of D. Ackland & Son, recently returned from a business trip which covered the leading centres in Alberta territory.

The firm of Lunds, at Coaldale, have completed an extension to their store and will carry a full line of farm machinery. In the same town, Charles Brown will be agent for a line of farm implements.

Ed. Larkins is owner of a new implement business at Kincaid. At the same centre, J. H. Williams has taken his brother as partner in his implement business, and has added automobile agencies.

The Minneapolis Threshing Machinery Co. are to erect a new brick and stone warehouse on Henry Ave., Winnipeg. Building operations will commence in June, the value of the new building being $16,000.

E. J. Perkins, for the past twelve years manager of "Gas Power," a gas engine magazine, published at St. Joseph, Mich., has been appointed general manager of the Chicago Parts and Machine Works, Chicago.

A company recently incorporated at Winnipeg is the Western Canada Auto Tractor Co. A. B. Bell, Edwin Loftus and others are interested in the company, which has a capital stock of $40,000. The concern is authorized to carry on the business of manufacturing and selling automobiles, tractors, engines, implements, etc.

A. C. Sotheran has joined the selling force of the Winnipeg branch of Beatty Bros. Ltd. He will cover Central Saskatchewan from Regina and Saskatoon east. Mr. Sotheran was for some time a local agent, salesman and blockman for the Massey-Harris Co. in Ontario territory, and has had a wide experience in the implement business.

A. E. Donovan, manager of the Cushman Motor Works of Canada, Winnipeg, recently returned from a trip through Western Canadian territory. Mr. Donovan visited Moose Jaw, Calgary, Camrose, Saskatoon and other centres. He reports business as excellent, and predicts a large demand for binder engines this year throughout the West.

D. N. Jamieson, manager of the R. A. Lister Co., Winnipeg, made a recent business trip through the West, visiting Lethbridge, Calgary and Edmonton. While West Mr. Jameson installed, at Pincher Creek, the first Lister milking plant to be operated in Alberta. He reports an exceptionally heavy demand for light tractors throughout the territory.

David Drehmer, manager of the John Deere Plow Co., Winnipeg, returned to his desk early in May after spending a month's vacation in California. Mrs. Drehmer has spent the winter in California and returned with Mr. Drehmer. Several days were spent by Mr. Drehmer in Minneapolis while on his return journey. He feels greatly invigorated by his holiday, and is ready for a busy season.

THE "Acme" TILLAGE LINE

We Back Our Dealers with a country-wide advertising campaign that's telling "Acme" facts to more than 4,000,000 farmers. Explains how the "Acme" crushes clods, levels, turns, and pulverizes the soil making an ideal seedbed. We give the closest attention to all inquiries. First we notify the local "Acme" dealer. Then, we prove to the prospect that the

"Acme"

Pulverizing Harrow

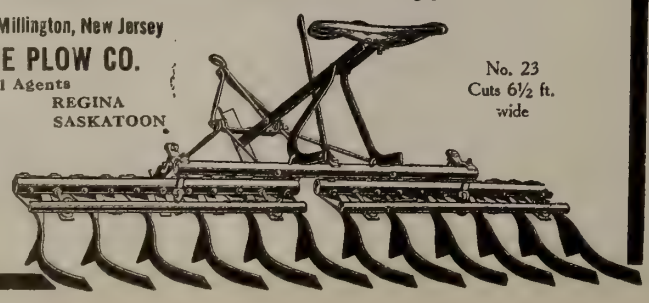
is the tillage tool he needs because "the coulters do the work." We help the dealer close the sale and stand right behind him with an iron-clad guarantee against defects.

"Acme" sales jumped 60% last season and are still forging upward. An "Acme" dealer in your community will turn a neat profit the coming season. Will it be you? Write us at once for dealer's contract.

Duane H. Nash Inc.

107 ELM STREET, Millington, New Jersey

JOHN DEERE PLOW CO.
General Agents
WINNIPEG REGINA
CALGARY SASKATOON



No. 23
Cuts 6½ ft. wide

I H C For Increased Production

The April issue of the Harvester World shows that the International Harvester Co. has opened a vigorous campaign of practical assistance to the farmers of the U. S. and Canada. Sweeping orders sent out by Pres. Cyrus H. McCormick and General Manager Alex. Legge to the company's entire field force and all factory heads, direct them to consider it of paramount importance to aid farmers in enlarging acreage and improving the yield. The orders declare that it is more important to keep sold machines running without delay for repair parts than to sell new machines. Agents are asked to do their utmost to give the maximum in repair service and experting to the farmers of North America.

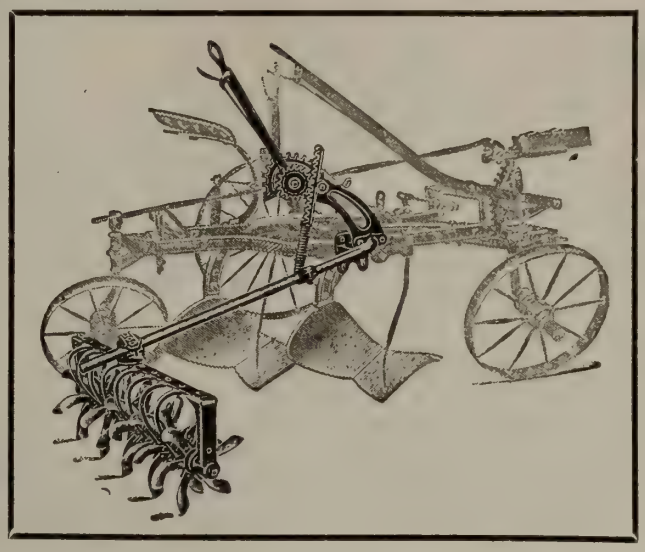
Why marry to avoid war?

WHAT IT MEANS TO YOU

As a John Deere Agent YOU have the First Chance to Buy this Harrow

What it Means to the Farmer

It is a well known fact that the best time to harrow is right after plowing. That being the case, the machine that will permit your customers to pulverize the soil immediately after it has been turned up by the plow—and save hours of labour by doing away with the necessity of going over the ground two or three times—is worth considering.



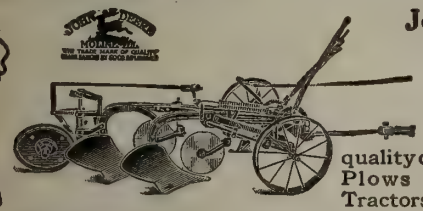
The Kramer Rotary Harrow

It is not an Experiment—
It is a Proven Fact

ROTARY HARROWS FOR PLOW ATTACHMENT CAN BE USED ON ALL SIZES AND MAKES OF PLOWS

Write for Folder

The Kramer will do This and More! It will save 100% in Labor—Labor is Money!

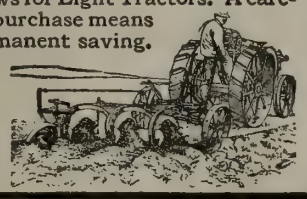


John Deere Plows for Light Tractors

So far as quality of John Deere Plows for Light Tractors is concerned they are built for the farmer who realizes that it is business judgment to buy a high-grade tractor plow. Don't forget that a tractor plow is not an everyday purchase.

John Deere Plows for Light Tractors are noted for their high-grade work in the field—the real test of tractor plow value.

Before you make your purchase, be sure to see John Deere Plows for Light Tractors. A careful purchase means permanent saving.



High and Level Lift. Two, three and four bottoms.

High and level lift means level plows out of the ground, no cutting of ridges when crossing or turning on plowed ground.

Steady running furrow wheel—does not drag or bind against furrow wall.

Stiff hitch—plow can be backed.

John Deere bottoms, the standard for over 78 years. There is a John Deere bottom for every kind of soil.

Equipped with John Deere Quick Detachable Shares—great labor and time savers.

MR. DEALER

If you were asked what particular matter was worrying the Farmer most at the present time, would you not reply:

"The high cost of labor and the scarcity of good farm workers."

This advertisement invites your careful consideration. Take for instance the "KRAMER ROTARY HARROW."

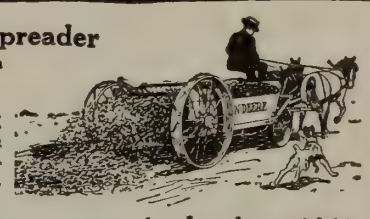
It saves a man and time by performing two operations at the same time—and doing it right.

We are selling hundreds of Kramer Harrows.

Why not You?

John Deere Spreader

The Spreader with the Beater on the Axle

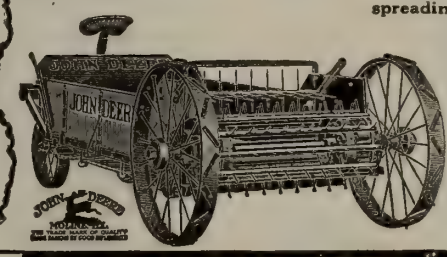


Mounting the beater on the axle simplified the construction, eliminated troublesome parts and made possible a successful low-down spreader with big drive wheels. There are no shafts to get out of line, no chains to cause trouble, and no clutches to adjust. The only spreader with beater and beater drive mounted on axle.

Low down, with big drive wheels out of the way. Easy to load.

Revolving rake, driven by manure moving toward the beater—no bunching of manure. Ball bearing eccentric apron-drive—a new and exclusive driving device.

Makes uniform spreading certain.



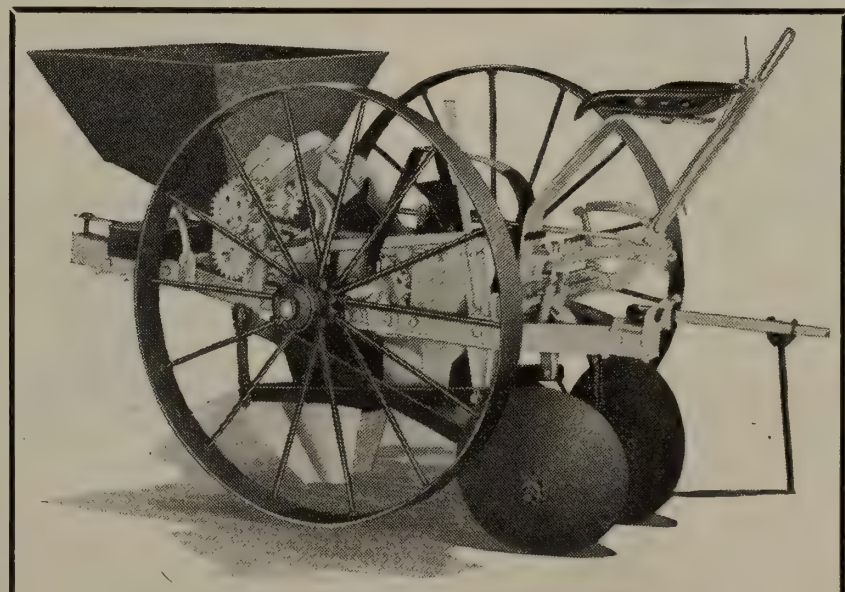
Wide spread attachment for spreading seven feet wide can be furnished for the John Deere Spreader. No chains nor gears. Quickly removed.

Potatoes are Worth Dollars These Days

Do not permit your customer to waste high priced seed, or to take chances on a miss-crop, by selling him anything but a

Hoover Visible Planter

With it you can cover seed to the extreme end of the furrow without waste



THE HOOVER VISIBLE POTATO PLANTER

THE HOOVER VISIBLE POTATO PLANTER

is different. You are not going it blind when you know all the time if the seed box is full and the sets being regularly delivered.

It is Light Draft; Is Built like the John Deere Plows—Right and Honestly; (Our first Shipment for 1917 is about exhausted. Another car is on the road).

IF YOU HAVE NOT SEEN THE HOOVER—WRITE FOR FREE CATALOG

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

New Winnipeg Headquarters of R. A. Lister Co., located on Wall Street.

Lister Company in New Home

On this page we reproduce a photograph of the new Winnipeg headquarters of the R. A. Lister Company, the well known farm machinery concern. The new building is located on Wall St., Winnipeg, adjacent to the Ford assembly plant. It is 60x90 feet in area and is of modern fireproof construction throughout. At present it comprises one story and basement, but Manager D. N. Jamieson states that two stories will be added in the near future.

Commencement is being made on an extension of 50 feet at the rear of the building, which is served by excellent trackage facilities. This extension will be used for tractor storage and thresher assembly. On entering the front door, the general offices of the company are on the left, and on the right is a very attractive showroom, in which is displayed Lister engines, grinders, cream separators, milking machines, and Lister-Bruston electric lighting plants. To the rear is a large warehouse space, and a repair room where a full line of repair parts for every item sold are carried on racks. Downstairs the space is largely devoted to storage of the company's lines, while on one side is a modern machine shop with lathe, drills, emery, etc. In this machine shop, repairs for Lister machinery can be taken care of on the shortest notice—greatly benefiting the repair service to Lister agents and customers.

D. N. JAMIESON
Manager, R. A. Lister Co., Winnipeg

With doubled storage space and their facilities for quick supply of repair parts, the R. A. Lister Company, now settled in their new Western headquarters, should be in a better position than ever to take care of the ever-increasing demand for their products throughout the Canadian West.

Farm Loans in U.S.

The federal farm loan board in the United States recently fixed the interest rate on farm loans made through the government farm loan banks in that country at 5 per cent. The bonds issued by the farm loan board will bear 4½ per cent interest. The above body estimate that there is a total of 4,000 million dollars worth of farm mortgages existing in the United States, and that the average interest rate on them is 7.4 per cent. This varies from 10.5 in New Mexico to 5.3 in New Hampshire. It is stated that if all existing farm mortgages should be transferred to the farm loan banks, the saving in interest to the U. S. farmers would be about one hundred million dollars a year. It will, however, be years before the U. S. government does all of the farm loan business in that country.

Standardization of Seeders

The grain drill and seeder division of the National Implement and Vehicle Association recently held a meeting at which a chart was exhibited showing that no less than 84 varieties and sizes of drills and seeders were on the market, many of which are now unnecessary. It is contended by the association that this multiplicity is largely the result of manufacturers copying one another by adding new sizes—no farmer being refused any size of drill he actually needs. That all the sizes produced are necessary cannot be the case. In recommending the elimination of certain types of drills, the association has in view the needs of the farmer and also the fact that a more economic production of drills will be made possible by the elimination of every size not actually required. The increase in the production cost of this line

THE HUBER JUNIOR THRESHER

100% FARMING

THE HUBER JUNIOR THRESHER enables your customers to thresh every grain they reap. Large enough for efficiency. Small enough for economy. They get fields ready for fall plowing with their own labor. Any 12-25 Tractor will drive it. Complete with wind stacker, feeder, weigher, etc.

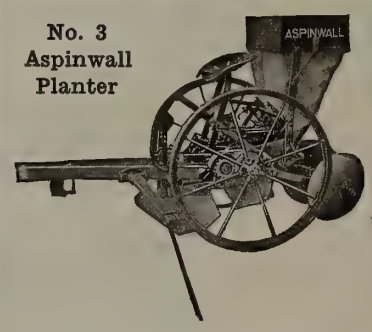
The Huber Light Four pulls three 14-inch plows. In 5,000 lb. class—12 h.p. at the drawbar and 25 h.p. at belt. Will operate all farm machinery. By every standard the most powerful and economical power unit for medium and large size farms.

WRITE TO-DAY FOR LITERATURE AND AGENCY PROPOSITION

THE HUBER Light Four

JOS. NEILLY,
Representative
BRANDON MAN.
OR
J. D. ADSHEAD CO., LTD.
WINNIPEG

No. 3 Aspinwall Planter



POTATO MACHINERY!

PROMPT SHIPMENT
OF THE
ASPINWALL LINE TO DEALERS

We are Distributors for Manitoba of the famous Aspinwall Line of Potato Machinery—A large stock on hand of

PLANTERS SPRAYERS DIGGERS

A carload of Aspinwall Potato Planters just received. Send your orders at once. Let us know your requirements in Potato Machinery. We can supply you on shortest notice. Ask for particulars and prices.

WILLIAM EDDIE
FARM MACHINERY DISTRIBUTOR
284 JAMES STREET WINNIPEG, MAN.

has risen 68 per cent during the past year.

Sizes Suggested

The following sizes were recommended after careful deliberation. They provide for the sizes shown to be effective May 1, 1918:

Plain 6, 7 and 8 inch drills: 12-6, 16-6, 20-6, 22-6, 24-6; 10-7, 11-7, 12-7, 14-7, 16-7, 18-7, 20-7; 8-8, 10-8, 12-8, 16-8, 18-8.

Low-down 6, 7 and 8 inch drills: 16-6, 20-6, 12-7, 16-7, 18-7, 12-8.

Fertilizer drills, 7 and 8 inch: 9-7, 10-7, 11-7, 12-7, 6-8, 8-8, 9-8, 10-8.

Alfalfa drills: 20-4. One-horse drills: 5 disc; 5-disc fertilizer, 5-hoe, 5-hoe fertilizer.

Four inch drills: 20-4, 30-4, plain, 20-4 fertilizer.

Five inch drills: 12-5 or 13-5, 16-5, 20-5, 22-5.

Seeders: 12-bar, 14-bar, 16-bar, 20-bar, 24-bar.

Sowers: 11-ft. wide track, 11-ft. narrow track, 14-ft. wide track, 14-ft. narrow track.

Hail Insurance in Manitoba

The Hail Insurance Policy Act, as passed by the Manitoba Legislature, contains several features of interest to agents for this class of protection.

The liability of a company issuing a hail insurance contract commences at noon of the day on which application shall have been accepted by the head or branch office of the company, or its general agent in the province, and shall expire at noon on the 15th September of the same year.

Should crop insured be cut before date of expiry mentioned the liability of the company under the contract shall cease at the time grain is cut. Applications for hail insurance contracts shall be accepted or declined on the same day as they are received. If declined the applicant must be notified during same day by prepaid wire if there is a telegraph office at his address, if not by registered letter. Every agent taking an application for hail insurance must forward same to the company by registered mail not later than the day following the date on which it was taken.

On the 1st of May the conditions set forth were deemed to be part of every contract of hail insurance in force in Manitoba. Seventeen statutory conditions, too long for recapitulation in this journal, shall be printed on every policy for hail insurance. The ramifications of this act are of direct interest to every dealer in this province who handles hail insurance.

How About Harvesting Machinery

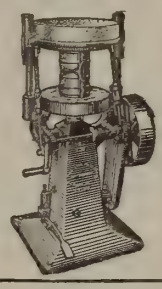
In the eyes of the implement dealer, seed time and harvest are never far apart. No sooner has he got plows, harrows and seeders cleared away, and has lined up his hay tool trade, than he is in the throes of the harvest machinery season. Harvesting machinery must be pushed duing the hot weather season, but despite the wilting weather the dealer should maintain his aggressiveness. In handling harvesting machinery, display is always good business. The farmer, early in the season, is interested in the display of binders and other harvest tools. He likes to see them when he comes to town. That's when you should unload the qualities of your line upon him. It is very possible that no immediate sale may result, but though the farmer may not jump at your binder proposition, he will stow away the information you give him for future reference.

In letting your customers know that you have your stock of harvesting machinery on hand, the rural telephone will be found invaluable. You know most of your customers personally, and it is an easy matter to sit down, call them up and tell them that your display will interest them.

When you get a man into the store, don't let him go away with the vague comment that "Mebbe he'll call later." Don't ask him to be sure—don't leave him to call on you. Keep after him. Urge upon him the necessity of having his equipment in first class shape for all emergencies, and tell him how immensely pleased you'll be to see that he gets everything in good time, and to order him right away anything that may not be in stock.

It is never too early to start getting after your harvest trade, and a binder set up on the floor is a big inducement to starting interest along this line. Cash in on the early days for an early order is always the most satisfactory, especially from a delivery standpoint.

How is your repair stock?



LONDON CEMENT DRAIN TILE MACHINE

Makes all sizes from 3 to 12 inches. Price with one size $250. Cement DrainTile are here to stay. Large profits in the business. If interested send for catalog No. 2.

Agents Wanted in all Unoccupied Territory.

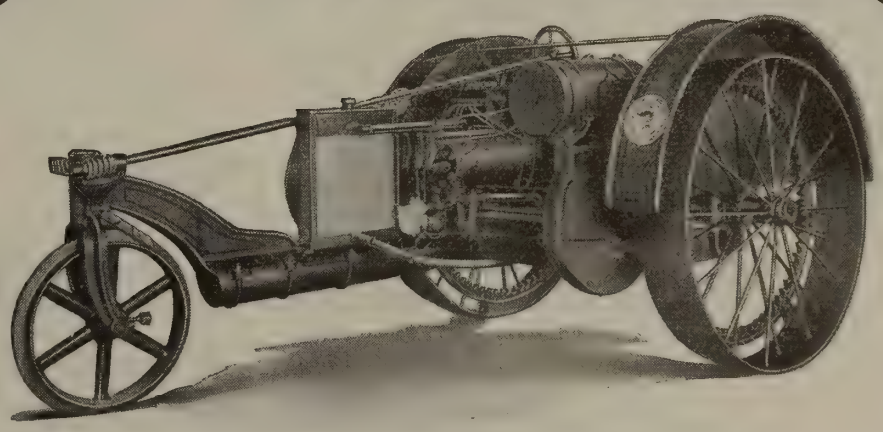
LONDON CONCRETE MACHINERY CO.
Dept. K, LONDON, ONTARIO
World's Largest Manufacturers of Concrete Machinery.

NET PROFIT on the SALES GOOD WORK in the FIELD

The Two Strong Points of Superiority Possessed By

Happy Farmer Dealers

MODEL "B" HAPPY FARMER TRACTOR



Capacity Three Plows.

Drawbar Pull 2000 Lbs.

Our Tractors and Tractor-Drawn Implements are Designed Right, Built Right, Priced Right, Sold Right, Work Right—Satisfaction!

MODEL "A" 8-16 H.P. Price F.O.B. Winnipeg, Man. — $950.00 Terms Half Cash Balance Nov. 1, 1917

FIVE PER CENT DISCOUNT FOR CASH

MODEL "B" 12-24 H.P. Burns Kerosene Perfectly Hyatt Roller Bearings — $1275.00 Terms Half Cash Balance Nov. 1, 1917

FIVE PER CENT DISCOUNT FOR CASH

Huber Separators; Power Lift Disc and Moldboard Plows

DELAY MEANS YOUR COMPETITOR'S GAIN AND YOUR LOSS!
"A WORD TO THE WISE"—HEED IT!

J. D. ADSHEAD COMPANY, LIMITED

References: Bank of Montreal

225 Curry Block (OPPOSITE POST OFFICE) Winnipeg, Man.

Profits from the Potato Crop

The almost complete exhaustion of the potato supply in Great Britain renders it a very necessary thing that the Canadian farmer this year should grow as large an acreage of potatoes as possible. Reports from Great Britain indicate that a certain shortage of potatoes will continue, and that high prices will rule. Great Britain imports well over 4,000 tons of potatoes annually, and the home grown crop has never fully sufficed for the requirements of the country.

The value of the potato crop in Canada last year shows the importance of this crop. Prices rose to over $2.00 per bushel, while in the United States phenomenal prices ruled. The total potato yield of Canada during 1916 was 61,128,000 bushels, which had an average price per bushel of 81 cents, the total crop value being estimated at $49,654,000.

In Manitoba 28,000 acres were devoted to potatoes; in Saskatchewan, 30,000 acres and in Alberta 26,000 acres. The yield in Manitoba was 4,760,000 bushels; in Saskatchewan 5,280,000 bushels, and in Alberta 4,602,000 bushels. The total value of the potato crop in these three provinces was estimated as being $8,617,000.

The reason why potatoes have been so high in price is because of the shortage of the world supply. The average potato crop of the world is estimated at 5,200 million bushels. Of this amount the U. S., Canada, Great Britain, Germany, France, Holland and Switzerland produce on the average nearly 3,000 million bushels. Last year, however, these countries produced only 1,735½ million bushels, or about 34 per cent of the world's average crop. In the United States the reduction from the average crop was about 75 million bushels.

In localities in which potatoes can be successfully grown, the acreage seeded to this crop in Canada should be large this year. It is obvious to any farmer that the time has long passed when he can make money raising potatoes by the old back-breaking methods. Potato machinery has become a staple line in the farm implement trade, and the dealer should fully investigate this line if he has not already done so. The farmer's capability to produce a splendid crop of potatoes is multiplied many fold by the use of modern potato machinery. The intelligent man, properly equipped, should have a crop that in the very worst years should net him at least an even break—in good years more profit than from his other crops—when the price of potatoes is taken into consideration.

The potato crop has possibly been the reason of more lads leaving the farm than any other crop. From seeding to digging it entailed slavish work—and unnecessary work when one thinks of the modern machinery specially designed for potato planting, cultivating and harvesting.

An even seed bed is necessary for the crop, well disked soil properly prepared, and the seed should be planted by a proper machine, preferably one on which the driver can see the operation of seeding. Then comes the 2-horse riding cultivator, with its easy seat; then the four or six-row sprayer that takes care of the bugs and blight, and lastly, throwing away the old fork and its backache, the up-to-date farmer drives into the potato field with a two-horse elevator digger, and down goes its nose under the row and the "spuds" roll out in a continuous stream, shaken clean of the vines and ready to be loaded into the wagon. With a picker-digger the potatoes are deposited in one bushel heaps, facilitating the work of loading.

Potato machinery has long passed the experimental stage, and for the work they do there are few machines, if any, on the farm that acquire so little maintenance as modern potato planters and diggers. The planters are wonderfully efficient and beat hand planting hollow. Let us look for a moment at the harvesting side of the potato machinery question:

Harvesting the Crop

The dealer who secures the agency for a good line of potato diggers, need have no fear that his profits will be eaten up by expert work. Any farmer who can drive a team can operate a digger. It is simply a case of throwing the machine into the proper depth, guiding the team (usually unnecessary) and the horses do the rest.

There are several types of walking diggers on the market that will do first-class efficient work. Some makes have two sets of fingers which separate the potatoes and trash.

The upper row of fingers carry off the vines and other trash, while the lower fingers separate the potatoes from the dirt, leaving the tubers on top. The beam of these machines is usually made of

BISSELL Double Action Harrows will thoroughly cultivate and pulverize any soil. One Harrow is Out Throw; the other is In Throw. They are simply constructed, rigid and durable. The Gangs are flexible and the Disk Plates are so designed that they "hang" right into the soil. Bissell Harrows are built in sizes and weights suitable for horse or tractor use. Write Dept. E for free catalogue. 98
T. E. BISSELL CO., LTD., Elora, Ont.

One Soweth
BUT
Another Reapeth—

AND WE SUPPLY BOTH OF THEM WITH REPAIRS

OUR STOCK OF MOWER AND BINDER REPAIRS IS VERY COMPLETE. THE DEMAND IS ALREADY VERY HEAVY. IF YOU HAVE NOT BOOKED YOUR SUPPLY BETTER WRITE US FOR OUR NO. 4 CATALOGUE.

YOURS FOR THE ASKING

The Best Place **D. Ackland & Son, Limited** *The Best Goods*

Calgary Edmonton
TRADE D&S LTD MARK
65-68 Higgins Ave. Winnipeg

STOVEL CO. LTD.
WINNIPEG MAN.

special steel with a high arch to prevent clogging. The shovel is made of special highly polished steel, with a welded point, making it strong and durable. These machines are very reasonable in price and are especially light draft and practical.

In other types of digger the plow is regulated by a gauge wheel, bolted on the rear end, which follows in the furrow bottom. The shaker digger is another good type. The rods in the rear of the moldboard are provided with a revolving wheel, which makes the shaker movement constant, and this sifts out the dirt as the potatoes pass over the grate, leaving the potatoes exposed on the surface of the ground.

This is a particularly good tool, with a moldboard of great capacity ample to raise the tubers. Some of them have double gauge adjustable wheels, so that they run at the sides of the ridge, giving steady operation. The dealer who gets a few diggers started in his locality need have no fear about future sales, for every user is an enthusiast for them.

Canada could increase her potato production enormously, and now that the drudgery has been eliminated from the growing of the crop, it is only a question of time before we will be able to show double the potato acreage we have to-day.

Pushing the Line

The "boosting" of potato machinery has been overlooked by many dealers. It is one of the best lines they can handle, because it begins in the spring and lasts until the fall. Get your farmers interested in the growing of potatoes, and you have prospects for potato planters, sprayers, cultivators, diggers and sorters, and everyone of these machines can be sold with the assurance that they will do the business. Potato machinery will save a lot of hard, disagreeable work, which gives you plenty of argument to assist in closing the sales.

Every farmer knows the hard work connected with the digging of potatoes, and once he puts in a few acres, it is an easy matter to demonstrate to him the saving in time and labor by the use of a good digger. Get him interested in a digger, and every time he looks at the old pitch fork you can figure that you are one notch closer to a sale.

Thoughtful dealers will more and more realize the demand for potato tools and will appreciate the profit that goes with them, not only for themselves but for their community.

Engine Lubrication

The crank case, in an enclosed type engine should be frequently cleaned and fresh oil put in. This keeps the bearings in good shape. Once a week the old oil should be drawn from the crank case and a gallon or so of kerosene put in and run for about a minute. The kerosene is then drawn off.

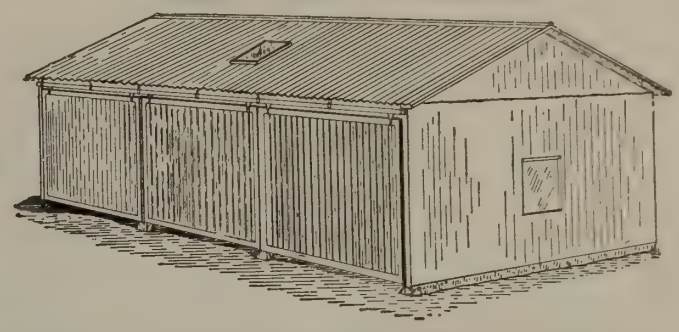
In a kerosene burning engine the oil in the crank case should be changed every three or four working days, as the unburned part of the kerosene tends to leak down into the crank case and dilute the oil, making it an inferior lubricant for heavy loads and pressures.

In any engine which must be left by itself the mechanical oiler is superior to the gravity feed. A very bad fault of the average gravity feed is the necessity for frequent adjustment. When the engine is just started and oil is cold it will flow slowly. As the engine warms up and the oil gets thinner the feed valve must be closed partially to prevent overfeeding. A mechanical lubricator once adjusted, stays adjusted.

"SAFETY FIRST" ON THE FARM

Protect your Machinery and Implements from fire and weather in one of our

READY MADE BUILDINGS



Manufactured in various styles and sizes suitable for farm conveniences. Write for Booklet and Prices to

The Metal Shingle and Siding Company, Ltd.

SASKATOON WINNIPEG CALGARY

"Lister" Ideal Threshing Outfits

Combination
("LISTER" ENGINE AND SEPARATOR)

"Lister" Combination Threshing Outfits are made in two sizes:

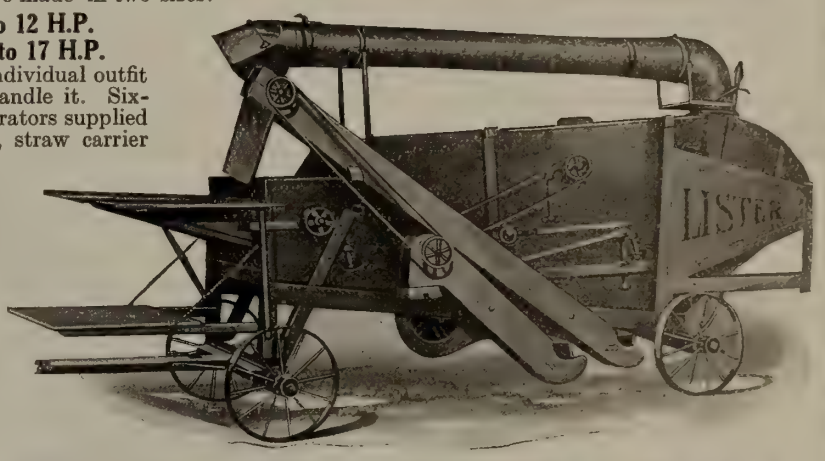
22 x 32 SEPARATOR; Requires 7 to 12 H.P.
26 x 38 SEPARATOR; Requires 14 to 17 H.P.

At a reasonable price the farmer gets an individual outfit second to none in efficiency. Two men handle it. Six-wheel truck eliminates all vibration. Separators supplied with or without bagger, tailings elevator, straw carrier or blower.

Lister 26x38-inch Separator

Equal in everything but size to the best and biggest separator built. Every detail shows strength, correct design and practicability. Capacity 70 to 120 bushels oats per hour. Power requirements—12-16 H.P. Supplied with or without 14-foot High Bagger, Tailings Elevator, Straw Carrier or Blower. Equipped with or without truck. Ask us for full particulars of Lister Separators.

Tractor-Driven
(PEORIA TRACTOR AND SEPARATOR)



PEORIA KEROSENE TRACTORS
For All Farm Work

8-20 H.P.
Self-steering:
Capacity
Three 14-in.
Plows

Dealers: Ask for Literature and Liberal Agency Offer on Lister Threshing Outfits, Lister Separators and Peoria Kerosene Tractors

OUR LINE INCLUDES:

"Lister" and "Canuck" Gasoline Engines, Peoria Kerosene Tractors, 8-20 H.P., Grain Grinders and Crushers, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Ensilage Cutters, Silos, Sawing Outfits, Combination Threshers, Pumps, Pump Jacks, Power Pumping Outfits, etc., etc.

R. A. LISTER & COMPANY, LIMITED

WALL STREET, WINNIPEG, MAN.
ST. JOHN, N.B. TORONTO QUEBEC

Further Sidelights on Pump Anatomy

J. M. Thompson, Winnipeg manager for Beatty Bros., Ltd., of Fergus, Ont., comments on an article in our April issue, entitled "Pumps Commonly Used." It is his contention that the information therein is one-sided. and that only one style of pump is referred to. Mr. Thompson writes:

"The writer of the article is perfectly correct when he states that the modern iron pump is more sanitary and gives better service than the old style wooden pump, but he is rather wide of the mark when he claims that for sanitary purposes iron pumps should have a glass valve seat. The glass valve seat is sanitary, of course, but it is not more so than the brass valve seat. A glass valve seat has no advantages whatever over the brass and has many disadvantages. The glass valve seat at one time was commonly used by pump manufacturers, but to-day it is only used by one manufacturer that I know of, who, by the way, are an American firm and they do not use the glass seat where pumps are used for deep wells. All their deep well and more expensive cylinders are fitted with brass valve seats. Why? Because the glass will not stand the pounding of the poppet when there is a heavy weight of water above. In shallow wells it works better, but here, too, they often break and it is quite an expensive proposition to have them replaced.

"The brass valve seat will not break in any depth of well, and will last a lifetime. Brass will not corrode when it is kept wet. If the little bit of brass that is used in the seat is not sanitary, why use brass in the lining and the making of the cylinder barrels? The pump manufacturer who is out to give the users the best service uses the brass seat in all styles of his cylinders.

"The article also refers to the advantages of the cock spout and back outlets. The up-to-date manufacturer does not put the outlet for connecting a pipe for elevation into a tank in the back, but puts it on top of the spout where it ought to be. The back outlet can only be used on the obsolete solid standard, and when a pipe is connected at the back in no way is it possible to connect a pump jack, and at the same time pump by hand if the power should fail. When a pipe is connected on the top of the spout it is out of the way, and either the handle or jack can be used by changing one pin."

Wagon Load and Tires

The U. S. Department of Agriculture is of the opinion that five sizes of wagons are sufficient to meet the needs of farming operations and all general work. The five sizes suggested are:

1. One-horse wagon having a gross load capacity of 2,000 pounds and a skein from 2⅛ to 2⅜ inches. Tires, 2 in. wide.
2. Light two-horse wagon with a skein approximately 2½ inches and a gross carrying capacity of 3,500 pounds. Tires, 2½ in. wide.
3. Medium two-horse wagon with a skein not exceeding 3 inches and designed for a gross load of 4,500 pounds. Tires, 3 in. wide.
4. Standard two-horse wagon with a skein of 3¼ inches and a gross carrying capacity of 6,800 pounds. Tires, 4 in. wide.
5. Heavy two-horse wagon having a skein of 3½ inches and gross load capacity of 7,500 pounds. Tires, 5 in. wide.

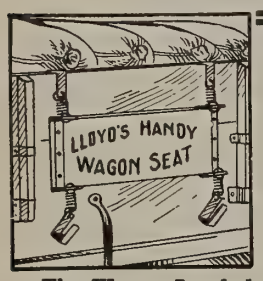
As there is considerable difference in the practice of wagon manufacturers regarding the size of skeins used on the various types of wagons, it is recommended that wagons be not designated by the size of skein, but according to the gross load capacity, and that a name be adopted for each size. The gross carrying capacity, it is suggested, should be shown by stencil or plate on the back of the rear axle of the wagon.

P. & O. Plows

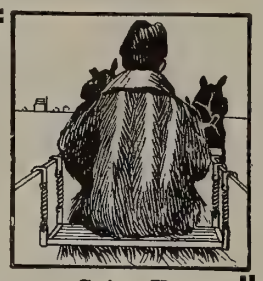
The Parlin & Orendorff Company, Canton, Ill., recently issued a well printed and illustrated catalog covering their lines of tractor plows. Dealers handling P & O goods should find this booklet of the greatest value in showing the customers the points of this famous plow line.

A Faulty Binder

A farmer at Macleod, Alberta, in the Calgary court had a case against him, for payment of a binder, dismissed. His defence was that the binder did not possess merit, and was not up to the standard required by the Canadian agricultural act. He refused payment until the manufacturers altered the machine to perform its work properly.



The Wagon Loaded


Going Home

DEALERS!
LLOYDS
LOW-DOWN
SPIRAL SPRING
WAGON SEATS

SELL AS READILY AS No. 1 HARD

There are hundreds of prospects for these seats right in your territory. A strong, light, durable seat that carries 600 lbs. with ease. Take up no box space. Fit any wagon or sleigh box. Reasonable in price. Order your wagons without seats and let us quote you prices on the Lloyds. Have a supply in stock and watch them sell themselves.

Wawanesa Wagon Seat Company
WAWANESA, MANITOBA.

DEALERS!
Your Customers WANT THE BEST
Labor-Saving IMPLEMENTS
We Control the Manufacture and Sale of
THE BELL AUTOMATIC GRAIN STOOKER
and are the Exclusive Manufacturers of the Famous
Christiansen Line of Land Packers, Harrows and Plow Attachments
for the Dominion of Canada, which are the Best obtainable.

APPLY FOR EXCLUSIVE AGENCY AT ONCE

Use this Coupon

To the Bell Automatic Shocker, Ltd.
Winnnipeg, Man.

Gentlemen:
I would like the Exclusive Agency in this District for all your Lines. Please send me Price Lists and Particulars.

NAME.....
BUSINESS.....
ADDRESS.....

Tractors in Use in United States

The U. S. Department of Agriculture held a census of gasoline and kerosene tractors in use on the farms of the United States. During February of this year inquiries were sent to 32,000 selected correspondents. They were asked to report all tractors which were actually to be used on the farms this season. Steam tractors, tractors purchased but not delivered, tractors out of commission, and tractors used for other work than farming were not counted. No estimates were allowed, consequently an accurate count of all tractors in actual use on the U. S. farms was said to be the result.

The total count amounted to 34,371. The largest number of tractors in any one state were found in Illinois, with 3,202; the smallest number in Nevada, with 19. Some of the states with the largest tractor "population" are: Iowa, 2,223; Kansas, 2,287; Texas, 2,235; North Dakota, 2,137; Indiana, 1,852; South Dakota, 1,527; Nebraska, 1,773; Minnesota, 1,575; New York, 1,210; Ohio, 1,305; and California, 1,358.

Compared with all available data the numbers in states east of the Mississippi agree with former figures, but in some western states a reduction is evident, which is explained by the number of old tractors which have gone out of commission. In many western states it is contended that there are many more tractors in use than the numbers shown by the report. In fact, tractor journals and manufacturers assert that, on a conservative estimate, there are at least 50,000 tractors in actual use in the United States.

A Substitute for Sisal

The control of sisal fibre produced in Yucatan has led to a great interest in New Zealand flax, which produces a fibre from which can be made an excellent quality of binder twine. This flax has already been successfully grown in California and other Southern States. In New Zealand the yearly output of the fibre ranges from one and a half to two million dollars, while it already has been used to a great extent in the United States, mixed with sisal, for the production of binder twine, rope, etc.

In New Zealand it grows in swampy areas without care or cultivation, yielding ten to twenty tons of leaves per acre. A single plant, under proper cultivation, is said to yield 50 to 100 pounds of green leaves at a single cutting. Its great value lies in the tensile strength of the fibre. In strength it is only excelled by henequen, and is stronger than hemp fibre. Cordage of all kinds, and even automobile tires have been made of this fibre because of its excessive toughness.

A good average crop will yield about fifty tons of leaves per acre, so that an acre of this flax will give a yield of three to five tons of fibre exclusive of a large quantity of tow and waste. Heneque, or sisal, green leaf yields 3 to 3½ per cent of fibre; manila but 1 to 2 per cent. In New Zealand this flax gives a yield of 12 to 14 per cent of fibre.

In cutting and handling the leaves of the New Zealand flax plant, the processes are very similar to those in use with the Yucatan henequen plant. The leaves are cut, sorted, stripped, the fibre removed, dried and baled.

New Zealand flax is a perennial plant, and once established will produce year after year without any trouble. Great interest is at present being shown in this flax in the United States, for it is considered that by its development in that country a home-made binder twine material can be produced, superior to and cheaper than, the Yucatan henequen fibre. It is maintained that by its growth in the United States a home-grown supply of fibre could be procured in a few years which will, in the course of time, entirely supplant both sisal and manila fibre. The large twine concerns back the movement.

Mr. DEALER
Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

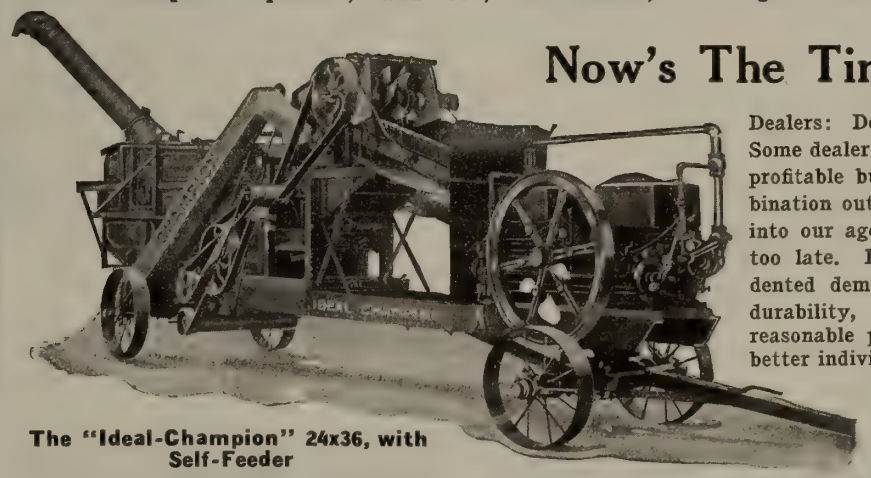
GET HIS PRICES BEFORE YOU ORDER

Brandon Pump & Windmill Works
BRANDON MAN.

"Ideal-Champion" Combination Threshers---
SELL AND STAND EVERY TEST OF SERVICE

An Outfit Superior to All Others—Made in the following Sizes only:

24 x 36 "Champion" Separator, Hand-Feed, 18 ft. Straw Carriers, 14 ft. Wagon Loader, and 12 h.p. "Ideal" Oil Engine
24 x 36 "Champion" Separator, Self-Feeder, Wind Stacker, 14 ft. Wagon Loader, and 22 h.p. "Ideal" Oil Engine.
28 x 42 "Champion" Separator, Hand-Feed, Wind Stacker, 14 ft. Wagon Loader, and 22 h.p. "Ideal" Oil Engine.



The "Ideal-Champion" 24x36, with Self-Feeder

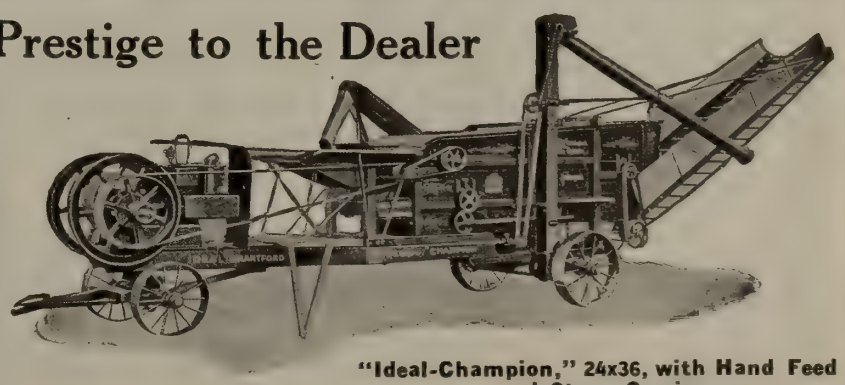
Now's The Time To Investigate

Dealers: Don't wait until harvest is upon you. Some dealer in your community is going to do big, profitable business selling "Ideal-Champion" combination outfits this year. Will it be you? Look into our agency offer NOW. To-morrow may be too late. Help shortage will show an unprecedented demand for our outfits. For simplicity, durability, efficiency, strong construction and reasonable price you can sell your customers no better individual outfit. The farmer can thresh at the right time and has a reliable, portable power plant for use the year around.

AN OUTFIT WITH A FAMOUS REPUTATION BEHIND IT
BRANTFORD "IDEAL" ENGINES—LEADERS FOR 16 YEARS
"WATERLOO CHAMPION" SEPARATORS—ALWAYS RELIABLE

Gives Profits and Prestige to the Dealer

The in-built quality in our outfits appeals to every farmer. Rigid construction. Mounted on an 8-in. channel steel frame that eliminates vibration. Fully warranted not to sag. No lifting jack required. Easily moved. "Ideal" engines have friction clutch belt pulley and high tension magnetos; 12 h.p. horizontal type or 22 h.p. opposed cylinder are used. Waterloo-Champion Separators deliver the grain ready to market in the sack—not the stack! Handle any kind of grain perfectly under the most adverse conditions. We guarantee every part—Separator, Stacker, Feeder, Register and Engine to give your customers satisfaction.



"Ideal-Champion," 24x36, with Hand Feed and Straw Carrier

Get All The Facts. Ask Us For Full Particulars.

The Waterloo Manufacturing Co., Ltd.
PORTAGE LA PRAIRIE, MAN.

Goold, Shapley & Muir Co., Ltd.
WINNIPEG REGINA CALGARY

Inventor of "Tanks" a Farm Machinery Engineer

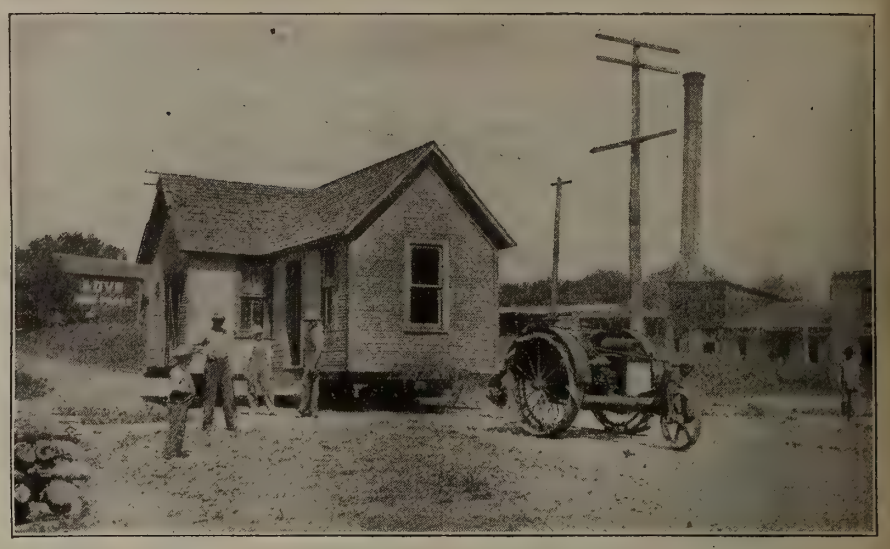
It will be disappointing to the numerous caterpillar tractor concerns, embryo Edison's and publicity seekers on this side of the Atlantic, to know that, after all, it was an Englishman who invented the "tanks" used by the British army. King George recently conferred the honor of knighthood on Sir William Tritton, managing director of Foster & Co., Lincoln, England, a large farm machinery manufacturing concern. Sir William Tritton created, designed and supervised the construction of the "tanks."

An agricultural machinery engineer of many years' experience, Sir William Tritton worked for a time in Germany, bringing up-to-date various farm implement plants in that country. As a member of the firm of Foster's Lincoln, he first devised the endless chain track, which was used with great success on rice machinery operating in the water-logged rice fields of the East Indies. This idea he duplicated in the "tank" tread.

Testing the Happy Farmer

On this page we show a photograph of a Model "A" Happy Farmer Tractor moving a house at Arlington, Nebraska. This stunt took place recently, when the owner of the tractor, F. G. Menking, after a failure of two larger tractors to move the building, brought out his little Happy Farmer and hooked on to the house.

The building weighed about 18,000 pounds, and was moved four blocks, part of the way upon a 10 per cent grade. Twelve 12-inch rollers were placed under the building, and planks were used under the rollers only until the building was out in the street. This tractor last season was successfully worked on a binder and for fall plowing, while all winter it was steadily employed shelling corn. Mr. Menking writes the Happy Farmer Tractor Co. that the tractor has never given any trouble, and he says, "It certainly makes every farmer who has one a 'happy farmer.'"



An 8-16 h.p. Happy Farmer Tractor Moving a House

A further proof of the efficiency of these tractors is cited by W. A. Jones, advertising manager for the company, who sent a Model "B" Happy Farmer 12-24 h.p to Texas for a try-out.

Conditions for the test were unfavorable. Continuous rains had made the black wax unusually sticky and slippery, so that it was difficult to obtain normal traction. Also the tractor was operated by men and boys of varying degrees of tractor intelligence and experience. In spite of these handicaps, not to mention a few stumps, stones, Johnson and Bermuda grass, etc., the model B, it is reported, pulled four disk plows from 9 to 12 ins. deep.

New Saskatoon Concern

The New Home Machinery Co. was recently incorporated at Saskatoon. This company will act as distributors for Moody Small threshing outfits, and will also sell fanning mills, engines, grain grinders, portable elevators, electric and power washers, etc. The manager of the company is E. Ellwood, formerly connected with the Renfrew Machinery Co.

Distributing Bull Tractors

It is stated that the Bull Tractor Co., of Minneapolis, Minn., have made jobbing arrangements with the Northwest Buick Co., of Seattle, Wash., to handle Bull tractors in Saskatchewan, Alberta and British Columbia. A New York jobbing house has on order 1,500 Bull tractors for supply to England and France.

A Rotary Harrow

Yearly plow attachments become more popular. These implements save a great deal of labour in preparing the soil, a fact the farmer appreciates in these days of high wages and scarcity of help. The Kramer Rotary Harrow can be attached to any plow and it is stated that its revolving teeth cut, crush and level the soil, following the plow unerringly, thoroughly harrowing the soil. It cuts as deep as a disc and creates a mulch that prevents evaporation. The draft of these machines averages less than 10 pounds per horse. They are handled by the John Deere Plow Co., who state that a very large number have already been sold this season.

Viking Cream Separators

A BIG OPPORTUNITY FOR LIVE DEALERS

Equal in material, construction and close skimming to any cream separator on the market. Reasonable price. Ask for full particulars.

THE WATSON LINE OF QUALITY GOODS:

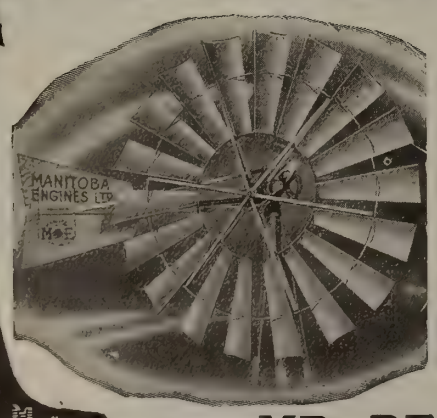
Feed Cutters (seven styles)
Roller Crushers
Wood and Pole Saws
Barrel Skids
Farm and Bush Sleighs
Wheel Barrows
Boss Wood Harrows
Pulverizers
Grain Grinders
Horse Powers
Boss Steel Harrows
Root Pulpers
Light Delivery Sleighs
Channel Steel Harrows
1½ H.P. Engines
Harrow Carts
Whiffletrees
Pump Jacks
Bevel Jacks
Warehouse Trucks
Push Carts

Ask for Literature, Prices and Particulars of any Item in our Line.

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, MAN.

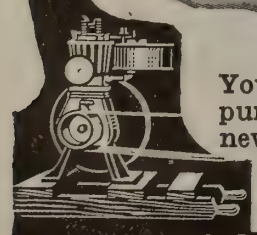
Made in the West for Western Needs –



Manitoba Pull-In Windmills

8 and 10-ft. wheels; 20-ft. 30-ft., 40-ft. and 50-ft. towers

Air cooled and water cooled pumping engines with combined jacks or belted jacks



MR. DEALER

Your customers will be calling for pumping outfits, so get posted on our new prices and get one of our new illustrated catalogs to be off the press this month.

Manitoba Engines Limited

BRANDON CALGARY

The Ford Tractor Co.

The National Vigilance Committee (U.S.), a section of the Associated Advertising Clubs of the World, whose purpose is to reduce unfair competition and create trustworthy advertising, has issued a special bulletin in which facts are alleged concerning the advertising of stock in the Ford Tractor Co. of Minneapolis.

It is made clear by this bulletin that there is absolutely no connection between this company and the Ford Motor Co. of Detroit, Mich., and Ford, Ont., manufacturers of the Ford automobile. The tractor advertised by the Ford Tractor Company is not the tractor designed by Henry Ford & Son., of Dearborn, Detroit.

The bulletin alleges that the first Ford Tractor Co., organized by one W. B. Ewing, under the laws of South Dakota, was in the hands of a receiver at the time the present Ford Tractor Co. was organized by the same parties, under the laws of Delaware, and with a capital stock stated to be ten million dollars. This concern was, we believe, recently incorporated under the laws of Ontario.

The National Vigilance Committee allege that the claim of the company that it was working night and day turning out tractors was untrue, also that the South Dakota organization never delivered the tractors purchased by the public, nor, claims the committee, did it refund deposits made on such orders.

The committee further asserts that between November, 1916, and the 13th of February, 1917, only one tractor was produced by the company and nine partially completed. The allegation concerning the name Ford is that Paul Ford, employee of a Minneapolis heating concern, was given certain compensation for the use of his name, but that the said Paul Ford had absolutely nothing to do with the designing of the so-called "Ford" tractor. Further criticism is made of publicity matter issued by the company, the stock issue and other matters, the data being collected and published by the Associated Advertising Clubs of the World.

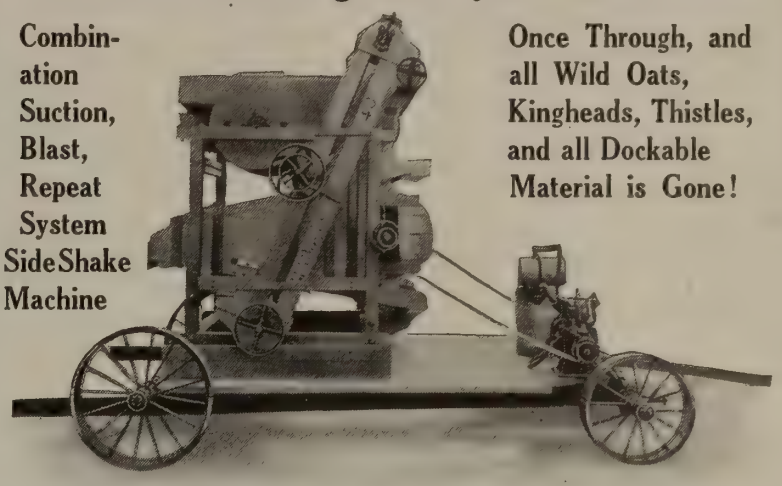
Plow Company Expands

The Moline Plow Co., Moline, Ill., will build a further addition to its large tractor plant. This will be a structure 200x200 feet, to be used for warehouse purposes. The present plant has a capacity of from 18 to 20 tractors a day, but further expansion is necessary to fill orders.

DEALERS! THE NEW MARQUIS GRAIN CLEANER AND SEPARATOR

Eliminates Dockage for your Customers

Combination Suction, Blast, Repeat System Side Shake Machine



Once Through, and all Wild Oats, Kingheads, Thistles, and all Dockable Material is Gone!

THE STANDARD IN GRAIN CLEANERS

MADE IN THREE SIZES—Nos. 40, 50 and 60.
Capacity, No. 40, Cleaning Wheat, per hour, 300 bushels
Capacity, No. 50, Cleaning Wheat, per hour, 450 bushels
Capacity, No. 60, Cleaning Wheat, per hour, 650 bushels

Strong construction, excellent materials; perfected from 30 years' experience in side-shake separator design. For capacity and thorough cleaning, no machine made equals the New Marquis. Sold with or without portable truck and engine. With it the farmer gets highest prices for his grain and conserves his feed. There's big sales for it—right in your territory.

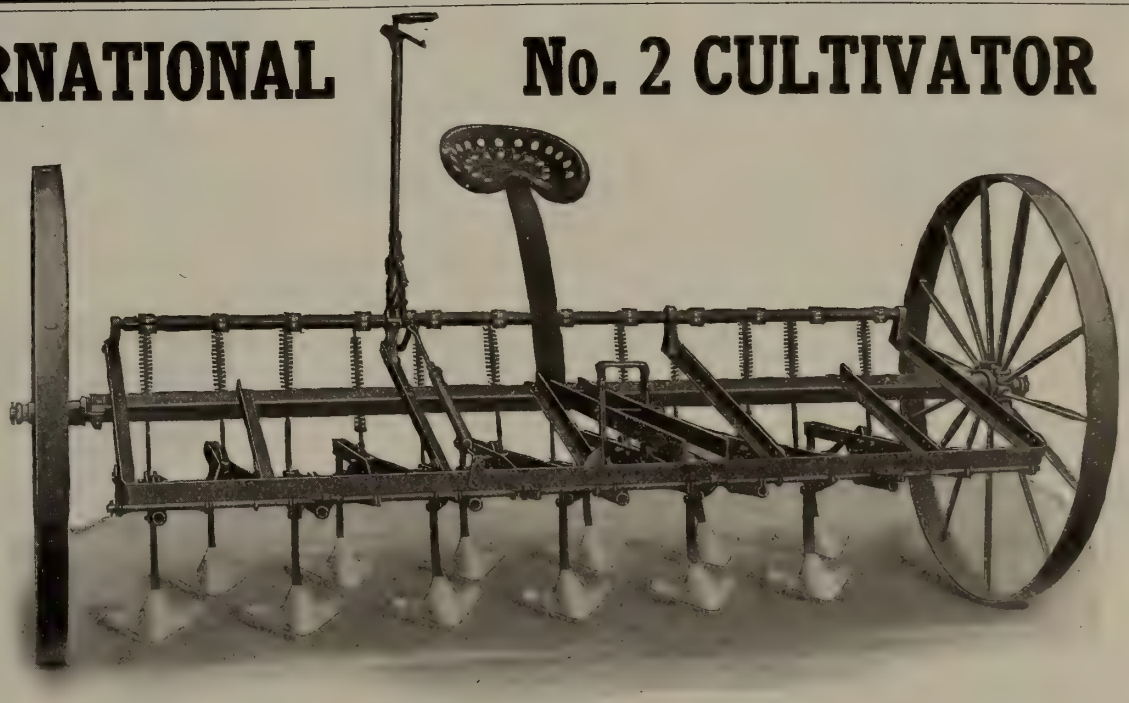
GET THE MARQUIS AGENCY—WRITE TO-DAY

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST. **WINNIPEG, MAN.**

SELL THE INTERNATIONAL No. 2 CULTIVATOR



THIS most useful implement—the **International No. 2 Cultivator**—will do profitable work for your customers. It serves the double purpose of cultivating the soil and thoroughly ridding the ground of weeds. For forming a mulch of dirt to conserve moisture, for keeping down obnoxious weeds, for summer fallowing, you could not sell a more economical tool.

The main frame of the **International No. 2** is of angle steel, more than strong enough to keep the teeth at their work in all conditions of ground. The teeth follow the unevenness of ground, being independent of each other. They cannot twist out of position and strong springs protect them. One easy-working lever and rock shaft controls the cultivator. Note the steel wheels and axles—only the International has them.

Either spring or stiff teeth are furnished. At little added cost you can furnish both sets, making a splendid outfit for all-round use. The stiff teeth cut the whole surface of the ground. They are excellent in getting rid of thistles and woody-stalk weeds. The spring teeth points are reversible, giving double wear. The cultivator can be equipped with grain and grass seeding boxes.

Sell the **International No. 2.** Write the nearest branch house for details.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

BRANCH HOUSES

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.
EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

Lister Literature

The R. A. Lister Co., Winnipeg, have just issued a very appropriate booklet which fully illustrates and describes their line of combination threshing outfits. These outfits are made in two sizes, the separators being 22 x 32 inch and 26 x 38 inch, the power used being the well-known Lister engine. Lister outfits have a six-wheel patented truck which, it is stated, does away with vibration in the outfit. Sectional views of the separators are shown on these folders, and a full description of their mechanical construction.

Further sections of this booklet show the Lister engines, Peoria kerosene tractors and Lister storage battery lighting plants. Dealers interested in any of the above lines should write the R. A. Lister Co., Winnipeg, who will gladly forward them one of their new booklets, and will supply full particulars regarding their lines.

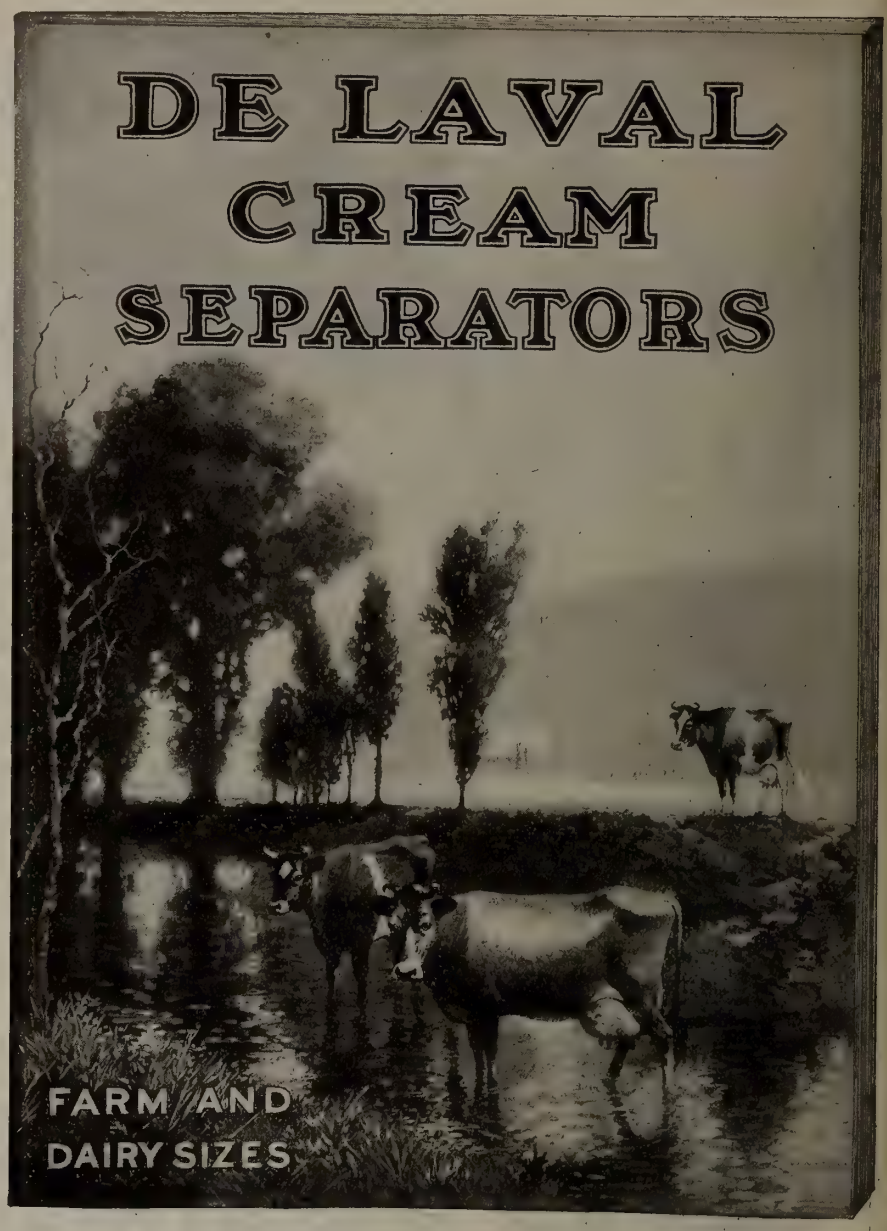
The New De Laval Cream Separator Catalog

Implement and hardware men, who have learned to look for something a little out of the ordinary run of agricultural machinery printed matter when they pick up a piece of printed matter bearing the De Laval imprint, will not be disappointed in the 1917 edition of the De Laval Cream Separator catalog, which is now being distributed.

The reputation of this concern for the production of high-grade and attractive catalogs and printed matter is well known, and this reputation can only be enhanced by this latest sample of the literature produced by their advertising department.

The new De Laval catalog discusses every phase of the cream separator question. It is more than a cream separator catalog. It is a history of the development of the cream separator from the beginning, and a text-book of reliable separator information.

The recent De Laval improvements, including the detachable distributing device, the self-centering bowl construction, the bell speed-indicator, the new top bearing, and other recent improvements, are fully described and illustrated in the new catalog, and the book throughout is profusely illustrated with engravings showing complete machines and cross sections of machines, and other details of construction.



Facsimile of Front Cover of New De Laval Separator Catalog.

PETERS PUMPS

Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "comeback." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peter's Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

Synopsis of Canadian North-West Land Regulations

THE sole head of a family, or any male over 18 years old, may homestead a quarter-section of available Dominion land in Manitoba, Saskatchewan or Alberta. Applicant must appear in person at the Dominion Lands Agency or Sub-Agency for the District. Entry by proxy may be made at any Dominion Lands Agency (but not Sub-Agency), on certain conditions.

Duties—Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres, on certain conditions. A habitable house is required except where residence is performed in the vicinity.

Live stock may be substituted for cultivation under certain conditions.

In certain districts a homesteader in good standing may pre-empt a quarter section alongside his homestead. Price $3.00 per acre.

Duties—Six months' residence in each of three years after earning homestead patent; also 50 acres extra cultivation. Pre-emption patent may be obtained as soon as homestead patent, on certain conditions.

A settler who has exhausted his homestead right may take a purchased homestead in certain districts. Price $3.00 per acre.

Duties—Must reside six months in each of three years, cultivate 50 acres and erect a house worth $300.

W. W. CORY,
Deputy Minister of the Interior.

N.B.—Unauthorized publication of this advertisement will not be paid for.—1141

JUMBO GASOLINE ENGINES

In Sizes: 1¾, 2½, 4½ and 6 H.P.

Bring Dealers Big Business

HAVE A "JUMBO" ON YOUR FLOOR

Just what the farmer wants. Easily operated; develop more power on less fuel than any engines sold at the same price. On skids, strong iron sub-base or trucks. Make-and-break ignition; battery or magneto. At small additional cost 2½, 4½ and 6 h.p. sizes can be equipped with throttling governor for burning kerosene or gasoline.

LITTLE JUMBO FEED MILLS

Best mills made, and reasonable in price. All-steel construction; great range of capacity; easily driven. Grind from 10 to 30 bus. per hour; 6-inch burrs. Weight 90 lbs. Enquire nearest branch house.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.

Western Canadian Jobbers

Tudhope-Anderson Co., Limited

WINNIPEG REGINA SASKATOON CALGARY

The book is very attractively printed on high-grade coated paper, which shows up the engravings to good advantage. The cover may well be called a work of art. It represents a beautiful outdoor dairy scene, which is reproduced in nine colors by the offset process. In fact, the catalog reflects on every page the high standard of quality which the De Laval Company has set for all its products. It can be obtained by interested dealers from the De Laval Separator Company, Winnipeg, Man.

Selling Ornamental Fencing

The board or picket fence is rapidly becoming a thing of the past. In the small country town people are coming to realize that the appearance of their outside premises must be considered. It is the finishing touch to any home to have a nice ornamental fence around it. Yet this line of fencing does not necessarily mean boundary fences. There are varieties of ornamental fencing for flower beds and lawn borders; there are trellises for porch decorations and fences for tennis courts.

This line can, in many districts, be handled with profit by the dealer. Take fencing for municipal purposes, such as cemetery fences. The man who handles ornamental fencing will find it profitable to have a rod or so erected in the rear of the store or in some other location. This should show the proper methods of erection and the methods of anchoring the corner. The dealer should have samples of every kind handled by his jobber or jobbers. Then, by using his erected sample, he need order only the amount needed by his customer. Every ornamental fence erected in a community will stand as an advertisement for the line the dealer sells. Most people are envious and imitators. As soon as their neighbor has erected an attractive ornamental fence they will try to follow his lead, or even go him one better

The dealer who makes a specialty of selling wire fence will notice an increased demand for stretchers, steel posts, etc. Steel posts have been in use long enough to prove their merit, and when a high-grade fence is erected they are especially appropriate for keeping the wire tightly stretched and holding it in the correct position.

When selling ornamental fencing, the woven fabric, iron posts, gates, railings and all fittings are a common line to go along with ornamental fence. There are unlimited opportunities, not only among individuals but for cemetery fences and cemetery gates. Many families wish to enclose their individual plots in "God's acre," and there are many avenues for trade in this line in the average small town. Most manufacturers of this class of fence are willing to circularize prospects. Dealers can also secure selling help in the form of circulars, cards, booklets, window signs, etc. In many districts it is a line worth investigation by the dealer.

Hoover Potato Machinery

The John Deere Plow Co. announce an exceptionally heavy demand for potato machinery this spring—which indicates that farmers are awakening to the fact that the potato crop, handled with modern machinery, can be a very profitable one at prices now obtaining for potatoes.

The line handled by the Deere organization in Canada is the "Hoover," manufactured by the Hoover Mfg. Co., of Avery, Ohio. It includes planters, diggers, pickers and sorters. The Hoover planter is a one-man visible machine; the operator sits behind the hopper, so that he sees the seed level, controls the adjustment and ensures accurate seeding. The feed shuts off without raising the covering discs from the ground, and the seed at the extreme ends of the furrow can be covered. Wide concave tires on the 40-inch wheels, and roller bearings, give exceptionally light draft. A fertilizer attachment is supplied as desired. This machine is also made in a two-row size. Many special features in design, as well as its "visibility" in operation, make this machine a favorite with the farmer. The low down hopper holds 2½ bus. of seed.

Hoover potato cutters are also machines which appeal to the farmer, while Hoover diggers are of the elevator type, the potatoes being lifted, cleared from sand, dirt, etc., and the vines shaken clear and dropped to one side while the tubers are left in a row ready for lifting. The combination digger and picker digs the potatoes, throws away the vines and dumps the tubers in a box from which they are deposited in one-bushel heaps.

Interested dealers should write the John Deere Plow Co. for full information regarding this line.

PEERLESS PERFECTION

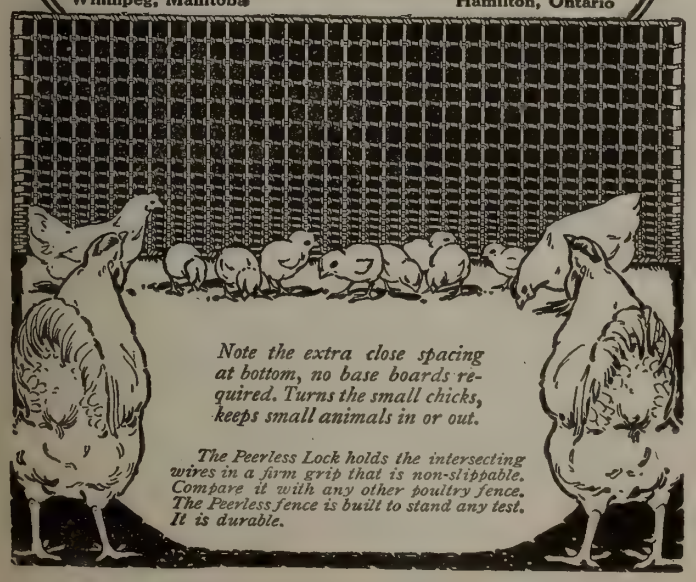
The fencing upon which you can **build a reputation** and hold the fence trade of your territory. You can put up the strongest kind of a guarantee—we back you up.

We build this fence of open hearth steel wire with all the impurities burned out and all its strength and lasting qualities retained. Peerless poultry fencing is extra strong, heavily galvanized, can't sag, won't rust, never gets out of shape, keeps in and keeps out —both great and small.

Write for Dealer's Proposition

We show you where the big trade is for parks, lawns, cemeteries, fences plain and ornamental for farms, ranches, all purposes.

THE BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Manitoba Hamilton, Ontario



Note the extra close spacing at bottom, no base boards required. Turns the small chicks, keeps small animals in or out.

The Peerless Lock holds the intersecting wires in a firm grip that is non-slippable. Compare it with any other poultry fence. The Peerless fence is built to stand any test. It is durable.

One Design—but A Size for Every Farm

DEALERS!

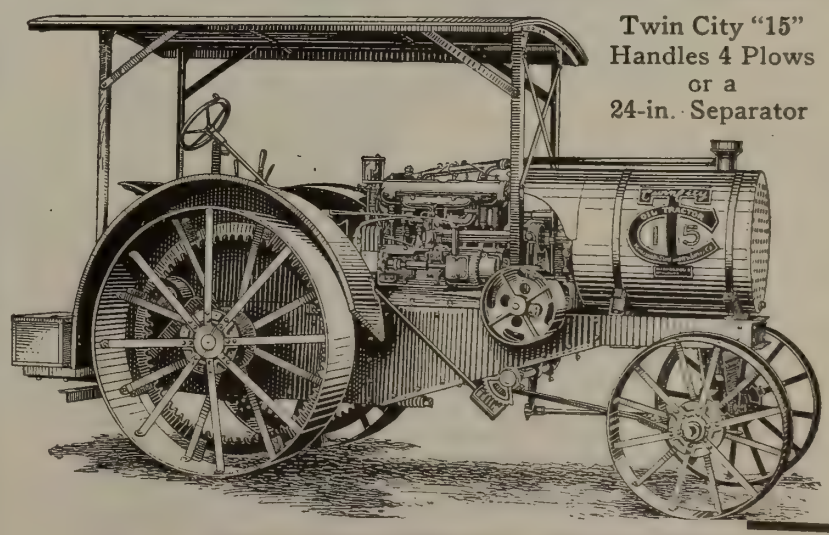
You cannot expect a sure, steady demand by handling only one size of tractor. Our agency gives you a full line—each tractor the best in its class. Years of satisfactory service stand behind.

Built in Four Sizes:
Twin City "60"
Twin City "40"
Twin City "25"
Twin City "15"

TWIN CITY OIL TRACTORS

ALL SIZES BURN KEROSENE, DISTILLATE and GASOLINE

Twin City "15"
Handles 4 Plows
or a
24-in. Separator



GET A "TWIN CITY" CONTRACT AND HANDLE A LINE WITH PRESTIGE AND LASTING PROFITS.

Minneapolis Steel & Machinery Co. of Canada, Limited
923 LOGAN AVENUE WEST WINNIPEG

The Mail-Order King: A Soliloquy

I am the Mail-Order King.

I thrive on the downfall of communities.

I have built up a colossal fortune from customers whom I have never seen.

Never have I done nor will I ever be known to do anything for the benefit of the communities that support me. My customers are not my neighbors; they are personally unknown to me. I care not for their weal or woe. I have no interest in their schools or their churches. I pay no tithe of their taxes.

When they are sick I comfort them not, nor do I extend credit to them then, or during bad crop seasons.

Good roads do not interest me; nor churches. Nor do any of the activities that go to make life worth living for the farmer or the dweller in the country concern me.

What is that, James? A gentleman to see me? Have him searched and show him in. But wait! What does he look like? A farmer, you say? How do you know what a farmer looks like, James? Sometimes I think you almost forget your place. Tell the farmer to go to the——

No, on second thought, I'll see him. Admit the farmer!

So you're a farmer, are you? Well, you've got nerve, forcing yourself into my library this way. What's that? Your mortgage due? Well, I'm generous; I'll take up your mortgage if you've got a good piece of land and if the interest is right—provided you pay me a good bonus.

You want credit for merchandise during the hard times, and charity for the sick family up the road? You want me to contribute to your charities—yours in the country?

Absurd!

Go to your local merchant.

I'm kept busy with charities in My Own Home Town.

But these people need help, you say—and they have always been my customers? Tut, tut! They have never been my customers except when they had the cash. They have always gotten credit from their own home merchant. Now they should go to him for their charity. Credit and charity, in my mind, are on a par.

Unless, of course, there's a lot of free newspaper publicity in it. There is no advertising in extending credit to you or charity to your neighbors up the road. The big newspapers in the cities would never even hear of it.

Their home is a hovel, you say.

I own a home by the seashore and another in the mountains. And another among the palms of the Southland. And a private yacht. My cellars are stocked with rare wines. Princes and potentates are entertained in my home.

In short, I'm the King of Modern Commerce—and I'm busy! Don't bother me with your petty affairs!

If you want to buy goods, kick in with the cash and my men will see what they can do for you. But you farmers must not worry me with your little local affairs. Above all, don't run to me when you are sick or in distress. Go to your local merchants. If they refuse—go to the devil!

Chances are those sick folks in the sod shack will never produce anything more worth getting, anyhow. I don't sell coffins. And if they do get on to their feet again I know how to bring them into the fold. Just offer them an extra half-pound of sugar in a "deal" and they'll jump for it—and pay me my usual snug profit on the balance of the bill.

James, show the gentleman out!

A FEEDER THAT MAKES FRIENDS EVERYWHERE

The Langdon Ideal Automatic Self-Feeder

Guaranteed to feed perfectly to full capacity any make or size of separator.

Backs Up Every Claim—and in the Field

The Langdon Ideal Rotary Knife Feeder is the one Feeder that governs according to the condition of the grain. It operates on the principle of hand feeding, handling the dry, straight bundles very fast, while the wet, tough and tangled ones are delivered more slowly, giving the separator and engine an absolutely uniform and even load at all times. The feed is absolutely controlled and governed. The Langdon positively will not slug the cylinder, while pitchers cannot overload the separator.

WRITE NOW for full particulars and Agency. We are exclusive selling agents for Western Canada

Cushman Motor Works of Canada, Ltd.

Builders of Light Weight, High Grade, Gasoline Engines for Farm Power Work.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

EXCLUSIVE SELLING AGENTS FOR:
Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

R. & Co., Sask.—The Success fanning mill can be obtained from the Twin City Separator Co., Winnipeg, who are manufacturers of these mills. As regards the Patterson seed drill, we believe that the only drill of that name was the "Northwest Patterson," made by the Patterson Co., Toronto. If this drill is in use it must be 25 years old. All parts are distinguished by the letter "D" following the part number. Ascertain number of part, and apply to the Massey-Harris Co., Toronto, who should have a pattern or part in existence. Repairs for J. I. Case plows can be obtained from the J. D. Adshead Company, Winnipeg.

E. & Co., Sask.—The Oxford cream separator was formerly made by the Oxford Cream Separator Co. at Durham, Ont., which concern went out of business some ten years ago. We believe that repairs for this separator are no longer procurable.

H. J. H., Sask.—Washers for roller L912, of the Monitor double disc drill, can be obtained from the John Watson Mfg. Co., Winnipeg.

L. W., Sask.—Huber threshing machinery is handled in Western Canada by the J. D. Adshead Co., of Winnipeg, who are sales agents for practically all Western Canada except a small territory adjacent to Brandon.

T. S. Co., Man.—The lever rack numbered K418, is for a Deere disk harrow. The nearest branch of the Deere Plow Co. can supply the part.

A. C. R., Sask.—The Clark cutaway harrow is made by the Cutaway Harrow Co., Higganum, Conn., from whom repairs could be obtained.

C. N., Alta.—A standard for the "Eclipse" disc harrow should be procurable from its makers, the J. Thompson & Sons Mfg. Co., Beloit.

J. McG., Man.—The Red River breaking plow was formerly made by the Kingman Plow Co., of Peoria. This company has discontinued business, but some repairs for their goods are carried by the M. & K. Brokerage Co., Kansas City, Mo.

C. H. & Co., Sask.—Repairs for "Standard" Mowers can be obtained through the Emerson-Brantingham Implement Co., Regina. The part mentioned for a Lansing disc harrow can be obtained from E. F. Keller, Lansing, Mich. Janesville plow parts can be procured through the John Watson Mfg Co., Winnipeg.

B. & N., Sask.—Parts for Melotte cream separators are carried by the R. A. Lister Company, Winnipeg. Repairs for Little Yankee plows are obtainable from the makers, the Grand Detour Plow Co., Dixon, Ill.

A. E. H., Man.—The "plates and burrs" for a grinder manufactured by the N.W. Mfg. Co? We do not know of any such concern, but think you mean the W. W. Mfg. Co., which refers to the late Wortman-Ward Co., of London, Ont. Some years ago Beatty Bros., Ltd., took over this business. Send particulars to their nearest branch, giving size of burrs, and they may be able to supply you.

From the Factories

The International Harvester Co., Chicago, has sent a detachment of mechanics to England to set up tractors which have been shipped.

* * *

At the beginning of April the Minneapolis Steel & Machinery Co. filled its last foreign order. No further contracts are made, and the shell factories will be converted into a plant for manufacturing motors. This large concern, employing over 2,500 men, has offered its plant to the U.S. government for war purposes.

* * *

On April 9th the annual meeting of the stockholders of the Advance-Rumely Co., La Porte, Ind., took place. The following officers were elected: President, Finley P. Mount; vice-president, J. Abrams; vice-president and secretary, G. W. Kershaw; treasurer, J. R. Kohne.

* * *

It is reported that the Standard Tractor Co., Regina, Sask., has secured a site on which the construction of a plant will be commenced at an early date.

* * *

The Townsend Mfg. Co., Janesville, Wis., recently shipped three carloads of Townsend tractors to the Canadian Fairbanks-Morse Co., Winnipeg. This is part of an order for 150 of these tractors which will be sold in Western Canada by the Winnipeg concern.

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

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C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.

Business is Booming for the Man Who Sells *"THE BUGGY FROM GLENGARRY"*

M & M Vehicles are known all over Canada for

Uniform Quality Unexcelled Material Fine Finish
Classy Styles Honest Workmanship Popular Prices

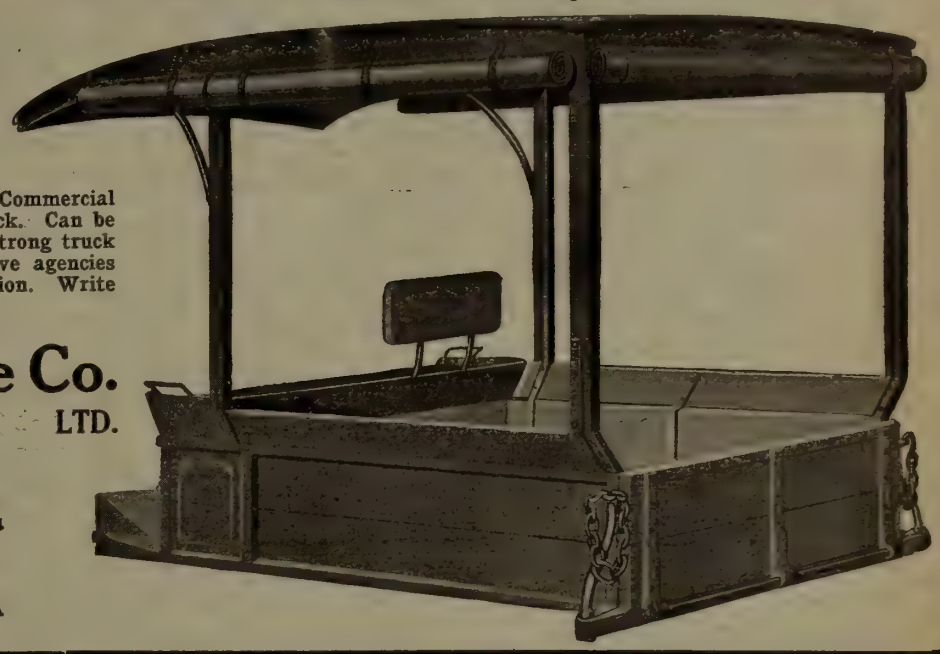
Are you getting your share of the Buggy Business? If not you are losing one of your easiest sources of profit. Get the agency for the Glengarry line, a line known by reputation to every Canadian farmer. Eighty styles—Buggies, Concords, Spring Wagons, Surreys. We illustrate our Auto Seat Top Buggy. Gear 15/16 inch steel axle, No. 2 arch. wheels, ⅞ or 1-inch tires; 38-42 inches high. Painting—Body, black; gear black, dark green or carmine. Finest leather trimming, full spring back and cushions. Silver caps. Ask our nearest representative for prices. Full stocks at Regina. Prompt delivery guaranteed.

We Want a Dealer in Every Town

FORD COMMERCIAL BODIES

GOOD PROFITS AND A BIG DEMAND FOR THE DEALER HANDLING THEM.

In your town—in your territory—there are scores of prospects for our Commercial Bodies. Convert the Ford whenever necessary into a large capacity truck. Can be supplied without Top, and with Panel Bodies. Gives your customers a strong truck at very reasonable cost. A large stock is carried at Regina. Exclusive agencies now being placed. Get full particulars of this money-making proposition. Write our representative to-day. Manufactured by the



Munro & McIntosh Carriage Co. LTD.

ALEXANDRIA, ONTARIO

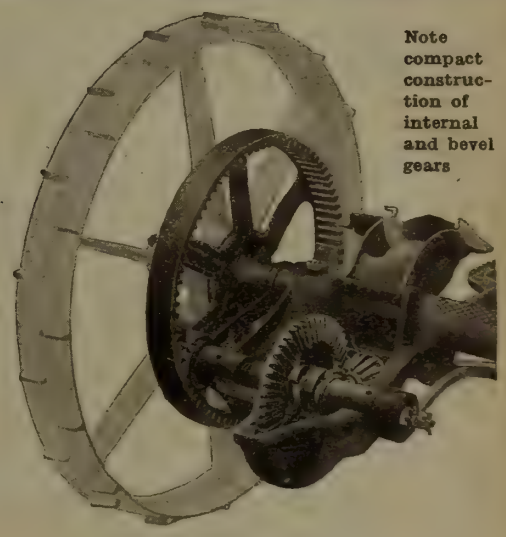
REPRESENTATIVE FOR MANITOBA

P. McGREGOR, McLaren Hotel, WINNIPEG

REPRESENTATIVE FOR SASKATCHEWAN AND ALBERTA

BERT CONWAY, P.O. Box 33, REGINA

Sell the Deering Line of Hay Machines

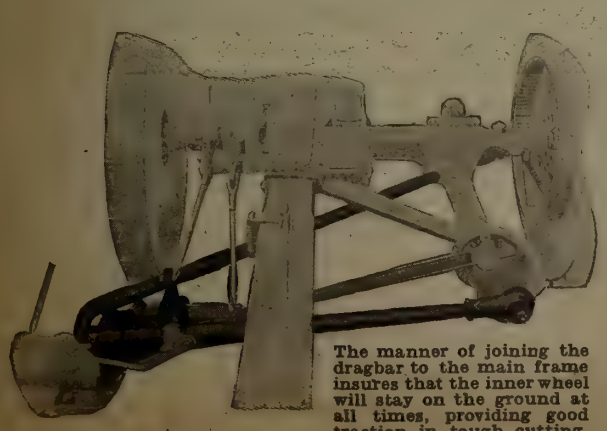


Note compact construction of internal and bevel gears

HAVE you ever noticed the extra long dragbar of the **Deering** mower, its connection to the frame, and the way it supports the cutter bar? It is one of the exclusive and outstanding features of the **Deering**, and an important reason why the mower is famous for light draft and great cutting power.

Through the use of the continuous dragbar, the cutter bar has a flexible movement and floats lightly over even and uneven ground. You can test this by taking hold of the end of the **Deering** cutter bar and noting how easily you can lift it.

The weight of the cutter bar being entirely on the wheels, the traction is increased and the wheels prevented from slipping or being lifted from the ground.



The manner of joining the dragbar to the main frame insures that the inner wheel will stay on the ground at all times, providing good traction in tough cutting.

The **Deering** mower has many other good features well known to Canadian farmers.

Deering rakes, tedders, stackers and sweep rakes, International side delivery rakes, loaders, and hay presses are machines that save time and labor in the hay field. They are being sold in very great numbers. Are you selling your share? Write the nearest branch house.

International Harvester Company of Canada, Limited

BRANCH HOUSES

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

What's Behind These Cars?

The Dealer wants to know all about the car he handles, then he wants to know what's behind it. Just consider the:

GRAY-DORT REO PEERLESS

REO 4-Cylinder, 5-Passenger Touring Car, $1,300, F.O.B. Winnipeg
Prices subject to change without notice

Reliable, proven automobiles, giving the best in material, style and mechanical merit, and with every worth-while improvement that makes them superior for every kind of service. They carry real talking points that help you sell the most sceptical prospect. Backed by large advertising campaigns, they are known to thousands of farmers.

These are the cars for you to get behind—and push. But the freight situation makes shipments hard to get. You must place your orders NOW. The dealer with the goods is the man who will make money this year. Write us To-day.

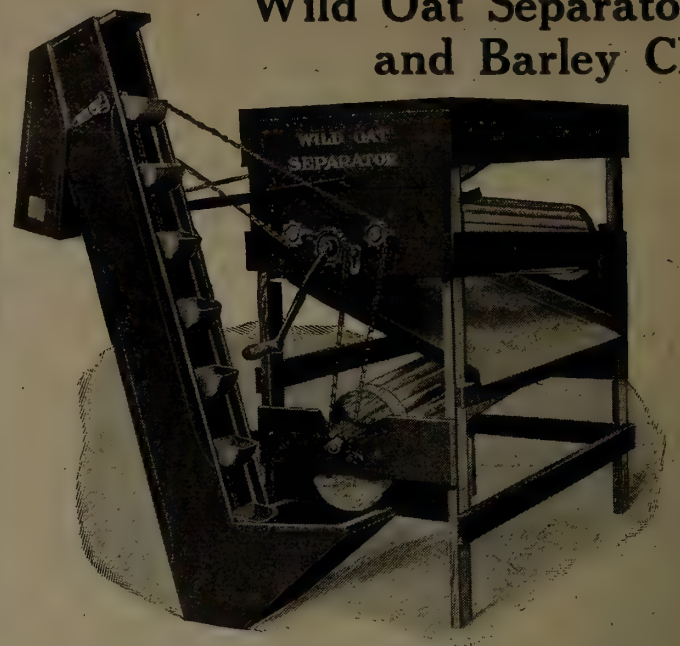
Joseph Maw & Co., Limited

Factory Representatives

112-118 King Street Winnipeg, Man.

EVERY FARM NEEDS A BULL DOG

Wild Oat Separator and Barley Cleaner



Made to Separate **WILD OATS** from Barley and Tame Oats and **DOES IT**

IN 3 and 6-ROLL SIZES: CAPACITIES UP TO 40 BUS. PER HOUR

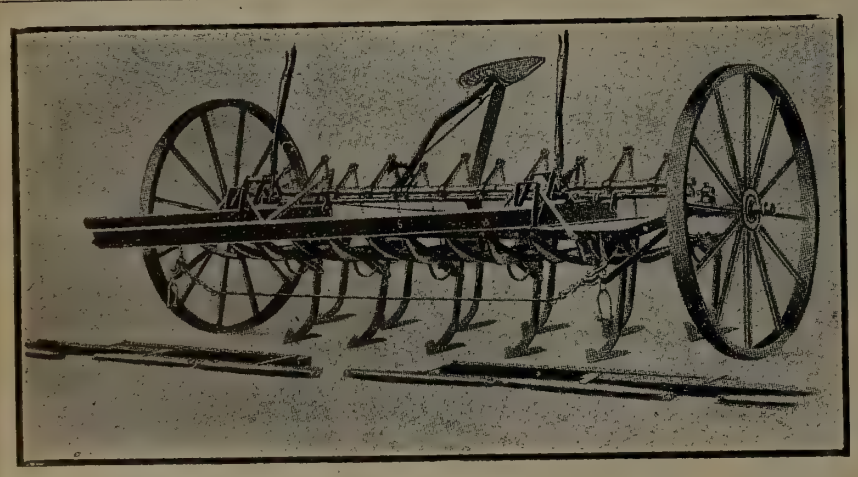
A special machine in which the grain passes down revolving corrugated rolls, tumbling on end and allowing the wild oats (thin berries) to go through the perforations. Large, plump barley kernels are kept. Grades tame oats perfectly. With or without power attachments and baggers. Dealers, get your stock at once and meet the demand.

Specialists in Grain Cleaning and Grading Machinery

TWIN CITY SEPARATOR CO., LIMITED

Off Logan Ave. on Quelch Street Winnipeg, Man.

Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta



T-A STIFF TOOTH CULTIVATORS

To Show Them is to Sell Them!

Built in Three Sizes: 7, 9 and 11 Teeth

For thorough cultivation and weed eradication the Tudhope-Anderson Cultivator is the best machine sold. Heavy, strong, yet light in draft. Exceptional clearance. Stiff, sagless frame. Individual, adjustable pressure on each tooth. Easily adjusted for cut. Hard, crucible steel points; any size points supplied as desired. Ask for full particulars.

GET A SAMPLE ON YOUR FLOOR—NOW!

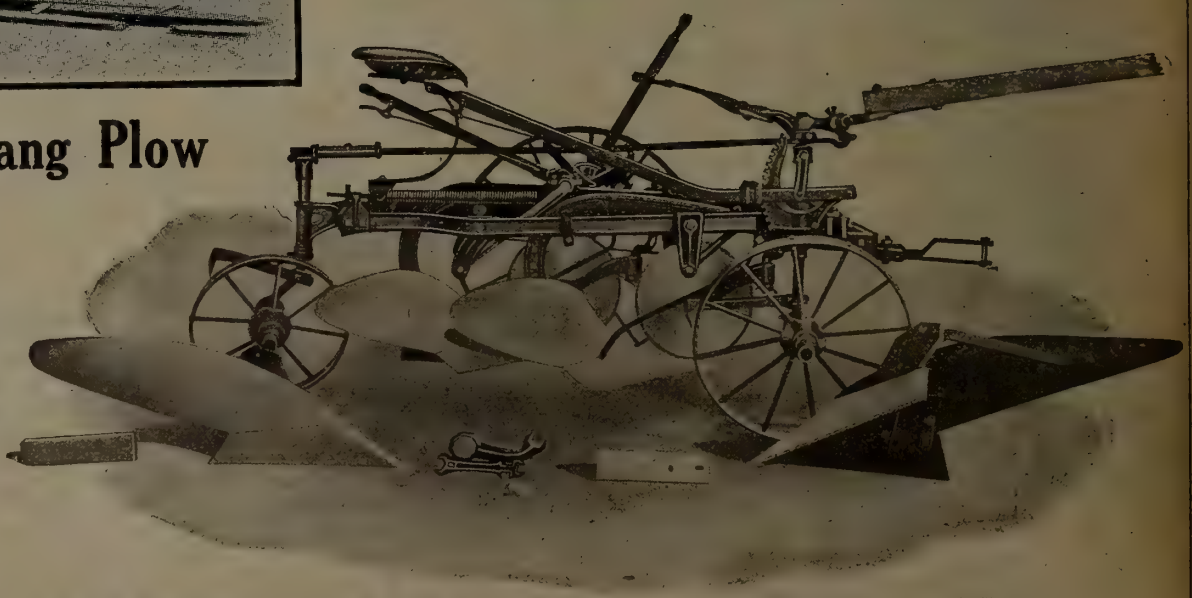
T-A High Foot-Lift Gang Plow

Furnished in Sizes:

12-in. Stubble 12-in. Breaker
14-in. Stubble 14-in. Breaker

We illustrate this plow equipped with stubble boards and points, and breaker bottoms alongside—front and rear view. All equipped with 15-inch swivel rolling coulters. T-A high lift gangs are supplied with 4, 5 or 6 horse hitch, as ordered. Built of highest grade materials and possessing exclusive features found in no other gang.

Ask for Prices and Literature on our Disc and Moldboard Plows



TUDHOPE-ANDERSON CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 6 WINNIPEG, CANADA, JUNE, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

UNION BANK OF CANADA

Established 1865

HEAD OFFICE ..... WINNIPEG
Paid-up Capital ..... $ 5,000,000
Reserve Fund 3,400,000
Total Assets, over 109,000,000

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Head Office: Winnipeg

This bank, having over 305 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch; P. VIBERT, Mgr. Portage and Garry Branch; F. J. BOULTON, Mgr.

HAIL FIRE LIVE STOCK

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REPRESENTING

THE LONDON MUTUAL FIRE INSURANCE CO.
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APPLICATIONS FOR AGENCIES INVITED

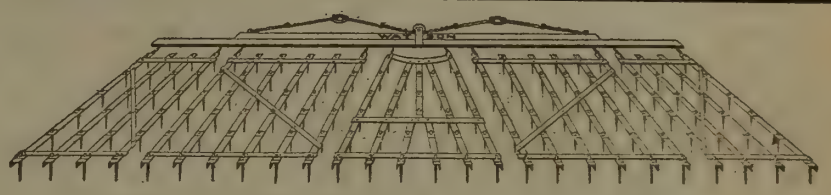
Complete Repair Stocks Carried for

MOLINE IMPLEMENTS

We can supply dealers, on the shortest notice, with repairs for:

Moline Plows (Best Ever, Good Enough, etc.)
Moline Disc Harrows (Economy)
Moline Engine Gangs
Monitor Drills
Mandt Wagons and Farm Trucks
Manure Spreaders (National and Mandt)
Adriance Binders, Mowers and Rakes
ALSO
Janesville Plows, Disc Harrows, etc.
Viking Cream Separators

ASK FOR FULL PARTICULARS OF THE WATSON LINE



WATSON'S STEEL AND WOOD HARROWS

Our Steel Harrows have angle steel tooth bars, channel steel cross bars. Dagger shaped teeth, held individually by steel wedges. Fitted with pulley hitch evener. Sizes: 17 and 24 foot cut. Wood harrows of seasoned hardwood. Each tooth held securely by two rivets. Can't loosen in bars. Sizes: 14, 17 and 24 feet. The best harrows made, reasonable in price.

Control the Harrow Trade in your territory this year by selling Watson's Harrows.

John Watson Mfg. Co. LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

KEEP THIS TRADE AT HOME!

The Farm Women Only Want Dealers To Show Them

"DOMINION" Sewing Machines

Repairs and Accessories for all makes of Sewing Machines

Write Repair Department.

They like proof—not pictures! "Dominion" Sewing Machines are mechanically perfect, honestly constructed, easy to operate and built for long life. Elegantly finished in head, frame and woodwork. That's why we give a binding warranty with every machine. Dealers—get this agency. Write for catalog and full particulars. Don't delay.

The Dominion Sewing Machine Company

80-82 LOMBARD STREET, WINNIPEG

WHY NOT USE HORSE SENSE?

Not a Horse or a Mule in Western Canada (if he could talk) but would tell you that he could do 25% more work if you would clothe him comfortably with "Horse Shoe Brand" Collars, Harness or Saddles.

Sold only by legitimate and honourable dealers all over Western Canada, and Manufactured in Western Canada only by

THE GREAT WEST SADDLERY COMPANY

At WINNIPEG, CALGARY, EDMONTON, REGINA and SASKATOON.

SEND FOR CATALOGUE AND PRICE LIST TO DEALERS ONLY

SIDE LINES:

We sell wholesale, to the dealers only, Mitts, Gloves, Moccasins, Automobile Tires, Spark Plugs and Auto Accessories, etc., etc.

Hay Tools That Sell Quick

THE DEMAND THIS YEAR WILL BE BIG
GET YOUR ORDERS IN EARLY

FROST & WOOD MOWERS

A satisfactory, serviceable mower must be able to cut the crop under any condition the farmer wants to harvest it. Weather conditions are not always ideal, nor is the crop always a normal one.

The Frost & Wood Mower has strength to stand up to the roughest field conditions and the heaviest crops. It will cut with equal satisfaction the shortest or lightest yield. Smooth running Roller Bearings are used at every wearing point. They insure light draft and long life to all parts. No heavy repair bills with this mower.

Cutter bar is made of finest quality steel. It is tilted, raised or lowered by convenient foot and hand levers. Any person who can drive a team can operate a Frost & Wood Mower quite readily.

Its internal gear arrangement makes it capable of commencing cutting the moment the horses start. No necessity of backing up the team for a "flying start"—the Frost & Wood No. 8 acts instantly.

Built in 4ft. 6in., 5ft., 6ft. and 7ft. sizes

ORDER EARLY

Shipments these days are often subject to Railway Embargoes and delays. You don't want to be without goods at haying time, so ORDER NOW. Also find out as far as possible what repairs are wanted on your territory. Don't overlook this matter till the season is on top of you and the machines have to be used. Get in touch with your customers and impress upon them the importance of letting you know what repairs they need NOW. It will save time and money later on.

THESE mowers and rakes have been giving fine service in Western Canada for years and enjoy that enviable reputation because they are exactly suited to the field conditions of this country. They make your customers enthusiastic boosters of your line.

Conditions in Canada to-day point to a shortage of help this summer. Manual labor must be replaced by efficient mechanical equipment and your customers are going to look to you to supply it. Give them Frost & Wood Mowers and Rakes and they can harvest their crop in quick order and with a minimum of labor.

FROST & WOOD RAKES

The "Champion" is an all-steel rake that is good for a lifetime. Nothing about it to wear out or give trouble. Frame is securely braced and firmly trussed. All parts are rivetted and cannot work loose.

Teeth are arranged in sections—so are easily removed when it is necessary to do so. They have a spring coil at the top and flattened, pointed ends, and are so shaped that clean work is always accomplished. When obstructions are met with there is sufficient spring in each tooth to prevent breakage.

Wheels are very substantial and of a size that gives the rake ample clearance even when working an exceptionally heavy crop.

The "Champion" is dumped by an automatic foot trip. A slight pressure on this lever brings the teeth up clear of the windrow and leaves the hay in fine shape.

These teeth, too, are made from a special quality of steel and are thoroughly tempered and tested before being sent out.

Our guarantee of satisfactory service goes with each machine shipped.

SPECIAL SALES LITERATURE

Each of our Branch Houses listed below carries a good supply of special literature on the various lines of implements, machinery and farm equipment in the Cockshutt Line. You can increase your business very materially by a judicious use of those folders, booklets and catalogues. Always have a supply in your showroom and see that they are available to your customers. For advertising in your local newspapers we will gladly supply electrotypes of any of our implements.

Write for particulars re sales helps.

A Cockshutt Contract gives you a full line of Implements, Machinery and Equipment for every season of the year. Write nearest branch for particulars.

COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA CALGARY SASKATOON

Distributing Points: RED DEER LETHBRIDGE EDMONTON BRANDON PORTAGE LA PRAIRIE

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 6 WINNIPEG, CANADA, JUNE, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

DEVELOPMENT IN TRACTOR DESIGN AND CONSTRUCTION

The history of tractor development shows that in the design of the tractor there has been three distinct phases. The detail in various makes of tractors may differ, but in general it is possible to group tractors under three classifications:—First we had the pioneer machines—based largely upon the stationary engine. Second we have the so-called automobile type, which in engine, transmission system and many other features embodies many of the characteristics of modern automobile construction. Thirdly, we have a composite type, which, in modified form, contains features common to either of the first or second types.

It is only logical to assume that there are certain specific reasons for the construction used by the individual manufacturer. Those reasons, shorn of incomprehensible technical phraseology, should be of interest to the implement and tractor dealer.

What the Heavies Claimed

The manufacturers of the heavy type of tractor contended that a machine, to be a success, must have considerable weight, so as to stand the rough usage and heavy service demanded upon the farm. They, therefore, employed slow speed single or double cylinder engines with large cylinder areas. Large bearing surfaces were given, and bronze or babbitt bushings of big surface were used throughout. For transmission purposes, these tractors often had cast gears of coarse pitch and large diameters. Since these gears were large, and usually ran in the open, surface lubrication for the faces had to be applied by mechanical means. Frames and wheels were necessarily heavy. The carburetion, ignition and cooling systems are usually reduced to the utmost simplicity, and, being designed for practically constant speed and load, there is very little necessity for fine adjustment or flexible control. They point to the fact that all other farm machinery is comparatively crude in design, cast and malleable iron, rough bar forgings and similar construction being used almost exclusively. They state that while this type of construction may be crude from a mechanical standpoint, that it is better understood and easier taken care of by the average farmer than a machine of greater mechanical refinement.

With the heavy type of tractor, the designers contended that a single cylinder engine gave the farmer less trouble, while it was less sensitive to delicate adjustment, and would run for longer time without much attention.

The Auto Type

In the construction of the tractors built along automobile lines, the designers claim that, fundamentally, the use of single or double cylinders, or large bore cylinders, is incorrect for tractor duty, since all the design must be very heavy to obtain proper wearing surface or bearing area.

In automobile engine design, it is a well-established principle in design that the effective life of the motor is proportionate to the area of uncooled parts—that is valves and cylinder heads—and to the weight of the reciprocating parts. Motors having small bores, small diameter valves, light pistons and light connecting rods will show a greater effective life, according to designers, than will motors of larger dimensions and heavier reciprocating parts.

The trend in auto engine design has been toward greater reliability with less attention. This has led to the development of 6, 8 and 12 cylinder engines, which have been proved by test to have a greater effective life than engines of equal horse-power with fewer cylinders. The life of a motor is dependent upon the ratio of bearing surface to piston area, and it is proven that it is possible to get a lower pressure per square inch on the crankshaft and connecting rod bearings of a multiple-cylinder engine than would be practical with a single cylinder engine of the same horse-power.

Features in Design

Designers further claim that it is easier for a given power to build multiple cylinders 2, 4 or 6 than single cylinders, due to the greater facility for handling small parts in duplicate.

In gears and shafts, it is well known that an alloy steel gear properly heat-treated only weighs about 15 per cent as much as a cast iron gear for transmitting a given power. Even after machining, hardening and finishing the smaller shaft, it can be produced for the same, or less money than a heavier gear of cheap material. It is also maintained that the only way to insure a reliable transmission system is to protect same by an oil bath. Dust proof and oil tight cases therefore become units of the transmission system. This design allows the use of anti-friction bearings, such as roller or ball, and gives a higher percentage of the power developed to the drive wheel or wheels.

The Mechanical Evolution

Following out these improvements to their logical conclusion, the result has been a tractor weighing about one-third as much as a tractor built along the lines of the heavy cylinder, slow-speed motor.

The question has been raised as to whether this construction will lead to a machine too light for tractor service. The proof lies in actual experience of tractors of either type working under similar conditions. Tractors of both types—medium and light-weight, have given good results; which will predominate in the tractor field in years to come it is hard to say. Will the heavier light-weight tractor oust the light weight, or vice versa?

The Third Type

We have now upon the market tractors which show plainly a combination of both the heavy and automobile type of construction. Arguments are raised by the adherents of the two extreme types, and they qualify all of these arguments by saying that a tractor is neither a perambulating stationary power plant nor a pleasure car, and is unlike the motor truck, being a distinct and separate type of machine. Some of the tractors produced in this class have been developed from the stationary type as a basis and brought to their present form by cutting down sizes where permissible, using better materials where greater strength was required and applying anti-friction bearings at the points where the loads are heaviest. Others in this same class have been developed from the light-weight construction as a starting point, by building up and strengthening various parts as they have developed weaknesses in the field.

Standardization Required

In the tractor field, the question of standardization is one that is attracting much attention. Tractor engineers and designers are of the opinion that the following steps are required in standardizing the modern tractor:

Tractor rating should be standardized just as the S.A.E. rating applied to horse-power. At present no uniformity exists in rating, scarcely any two manufacturers using similar ratings. Tractor specifications should be standardized, and also impulse starters for magnetos so that the same impulse starter can be fitted to different makes of tractors, as the magneto is practically universal for tractor ignition.

The height of drawbar for attaching plows and other implements should be standardized. Tractors at present travel at diffent speeds. It is deemed essential, because of plowing, to have a standard tractor speed for such work.

The width and diameter of tractor pulleys for belt drive should be more uniform. This feature is important, as often 50 per cent of tractor work is belt drive.

Drawbar connections should be standardized so that no trouble will arise when coupling different loads. Magneto couplings should be a standard size on all tractors. Flange sizes for carburetor attachments should be extended, and the number of diameters in bolts and nuts used brought to the minimum in tractor design. Motor

fans and fan capacities could be standardized with profit.

The Tractor Trade To-day

Last year was a big year in the tractor industry. The makers started out to produce 50,000 tractors, but did not reach the mark. The output is estimated last year to have been between 35,000 and 45,000 tractors, but no concise figures can be obtained. For 1917 the manufacturers claim a probable production of 75,000 machines, but on a conservative basis 50,000 will be the possible limit of tractor production in 1917.

It is generally conceded that the 4-cylinder vertical engine will dominate the field, with a few 6-cylinder engines for very large tractors. At present some large concerns are marketing the horizontal 2-cylinder design, but sentiment seems to favor the vertical 4-cylinder or 2-cylinder placed longitudinally between the front wheels—following automobile design.

One of the biggest developments last year was the more general use of kerosene, and also the filtering of air entering the carburetor by means of the air cleaner. There is a very general agreement that two driving wheels are needed at the rear, and that those designs using only one drive wheel are bound to be superseded. It is argued that the latter upsets too easily, and that there is not enough weight on the steering wheel or wheels.

The Number of Wheels?

To-day the four-wheel tractor gives evidence of also dominating the situation, but this path of development is not nearly so clearly defined as that of the vertical engine. There is more or less of an argument between the four-wheel designs and those using three wheels, with a single wheel for steering in front. Both use practically the same arrangement of engine, clutch and power transmission with the two driving wheels in the rear. Those using the single wheel in front argue that they can turn in less space, which is very essential in farming; the four-wheel exponents argue that there is not sufficient weight on the single front wheel for correct steering at all times, and further that the three-wheel design is not so well suited for road work as the four-wheel.

Brandon Fair and Tractor Plowing Demonstration

The Provincial Fair at Brandon, Man., has always been an important event in the eyes of the implement industry, for at no Canadian fair is there seen so complete a display of farm machinery and equipment as is annually found on the Brandon Fair grounds.

The display of livestock, dairy and farm produce of all kinds, horticultural exhibits and displays by commercial concerns, are always such as to ensure a crowded attendance at this great annual event. This year a high-grade series of amusements have been engaged, while the platform and track events will be of a high order of merit. Were any farmer asked what feature he found of greatest interest at the 1916 Provincial Fair, he would without doubt answer—"the tractor demonstration."

At the last year's light tractor plowing demonstration—the first event of the kind ever held in Western Canada—thirteen concerns showed nineteen tractors in operation. The Brandon Fair Board are to be commended for taking this step to give publicity to the light tractor as a means of cheapening the cost of farming, and there is no doubt in the mind of any man who saw the thousands of farmers who crowded the demonstration field daily but that the large sales of light tractors in the West this year has been greatly due to the opportunity afforded the farmer at Brandon to see the machines in operation.

This year it is already evident that there will be a very large entry of tractors and plows. A very great proportion of the concerns who specialize in light tractor plows have entered their models, while many firms who did not show their tractors at Brandon last year will demonstrate their machines. It is reported that Henry Ford, Detroit, will have his new tractor on hand at Brandon.

It is to be hoped that the majority of United States tractor firms will send machines to Brandon for display, so that the farmer may become acquainted with the different types now produced. An excellent field has been secured within easy walking distance of the Fair Grounds, and it is evident that the tractor plowing demonstration will be the most popular event, as it was last year. The rules and conditions in connection with the demonstration are few and simple.

Rules and Conditions

1. The demonstration shall take place on July 17th, 18th and 19th, 1917, and will be held from 10 a.m. to 12 o'clock noon on each day.
2. Each entrant must be ready to start at 10 a.m., otherwise he will not be allowed to demonstrate on that particular day.
3. No tractor can be entered that pulls more than five plows, and any make of plow may be pulled. Shares can be either 12 inch or 14 inch. The condition of the soil makes the use of all purpose moldboards preferable. All plowing must be done at a uniform depth of five inches.
4. No concern can demonstrate more than two tractors on any one day, although more than two tractors may be entered by one firm, providing they are of different types and sizes and provided they conform to Rule No. 3.
5. The tractors may travel at any speed they desire, and during the demonstration may make as many stops as they see fit, provided that at least one round be plowed by each tractor during the two hour demonstration.
6. All entries must be in the hands of the Secretary of the Provincial Exhibition of Manitoba, Brandon, accompanied by the entrance fees, not later than July 1st, 1917, as positively no entries will be accepted after that date.
7. Each entrant must supply his own plows, fuel, lubricating oils, and the necessary help to operate his tractor efficiently. Water will be supplied on the demonstration field by the Fair Association. Each tractor must display a sign giving its rated draw bar horse power, the kind of fuel it is burning, and its retail selling price.
8. A plot on the demonstration field will be allotted each tractor of a size proportionate to the size of the machine, and any part of this plot that remains unplowed at the close of the demonstration must be plowed by the firm entering it before removing the machine from the field.
9. An entrance fee of $10.00 per tractor will be charged for each tractor entered.
10. The demonstration will be conducted wholly and solely as such, and will in no way be in the nature of a contest. No awards or medals of any kind whatever will be given.
11. The demonstration will be in charge of a field man, who will have full control of the plowing field. He will have full power to handle the entire demonstration.
12. At close of demonstration daily tractors may be brought back to the Fair Grounds, provided exhibition space has been previously arranged. Any tractor not on the field at 10 a.m. cannot demonstrate on that day, however, and no tractor can leave the field before 12.30.

Presentation to M. J. Rodney

On Friday, May 25th, a special meeting of the Winnipeg Wholesale Implement Association was held in the Royal Alexandra Hotel, Winnipeg, in honor of M. J. Rodney, manager of the International Harvester Company, Winnipeg, who has been appointed managing director of the International Harvester Co. of Australia. Mr. Rodney left Winnipeg on May 30th for Vancouver and sailed on the s.s. Niagara on June 6th.

H. W. Hutchinson, of the John Deere Plow Co., acted as chairman, and in an appropriate speech presented Mr. Rodney, on behalf of the association, with a gold watch and chain, the watch being suitably engraved. Mr. Hutchinson commented on the happy business relationship that had existed between Mr. Rodney and all the members of the association; how he had by his efforts helped to raise the business to a higher plane, and voiced the regrets of the association at losing so val-

Captures the "Show Me" Folk's Trade

LET your wide-awake, up-to-the-minute farmer or dairyman demand figures, facts, tests and demonstrations to his heart's content. You can promptly convince him and sell him with real live proofs (not merely claims) for every statement we make for the

Standard

and no machine made anywhere has so many advantages that can be substantiated. Aside from the close-skimming of the Standard which is beyond question, head and shoulders over other separators, as is proven by Government Schools' tests. The following outstanding features appeal to the most critical buyer:

Thorough self-oiling system
Low supply can
Easy turning
Patent spindle clutch
Interchangeable capacity
Gears enclosed in dust-proof oil-tight gear housing and run in bath of oil

The Standard is stirring things up in the separator business in Canada, the United States and other countries. Get this splendid proposition in detail now. Write for literature while your territory is still open.

The Renfrew Truck Scale—a wide open field for big results—a self-adjusting scale—government inspected. Get booklet.

The Renfrew Machinery Co., Ltd. HEAD OFFICE and WORKS: **Renfrew, Ontario**

ued a member. On behalf of the association he wished him Godspeed and success in his new sphere of action in Australia.

Mr. Rodney feelingly replied, stating that the recollections of his eleven years' sojourn in Winnipeg would be of the happiest, how he had formed close and lasting friendships in the trade—friendships which he valued beyond all else. In thanking the association for the honor accorded him, he said that he would not say "goodbye," but assured them that in years to come he would visit them in Winnipeg and renew acquaintanceship with his friends in that city.

Isaac Campbell, K.C., legal advisor of the association, also voiced the regets of the organization at losing so valued a member, wishing Mr. Rodney good luck and every prosperity in the Commonwealth.

A. W. Wallace, who succeeds Mr. Rodney as manager of the Winnipeg branch of the International organization, was present, and was enrolled as a member of the association, while J. C. Redden, of the J. I. Case T. M. Co., was elected one of the executive to fill the vacancy made by Mr. Rodney's resignation. A large turnout of members individually wished Mr. Rodney farewell at the close of the meeting.

Waterloo Mfg. Co. Handle Tractor Line

C. W. Snider, vice president of the Waterloo Mfg. Co., Waterloo, Ontario, accompanied by W. Umbach, Portage la Prairie, western Canadian manager, recently visited the tractor plant of the Rock Island Plow Co., Rock Island, Ill. The Waterloo Mfg. Co., Portage la Prairie, will distribute "Heider" tractors, as made by the Rock Island organization. This tractor has a fine record. They are now receiving shipments at the rate of four per week. Heider tractors are machines of good design, made in two sizes, 12-20 H. P. and 9-16 H. P. They have a capacity of three and two plows respectively.

The Waterloo people have exclusive representation for the Heider tractors in Manitoba, Saskatchewan and the greater part of Alberta. They have entered a 12-20 H. P. and a 9-16 H. P. Heider tractor for the light tractor plowing demonstration at Brandon, using the celebrated Rock Island tractor gangs, and will have a full display of their line at Brandon as in past years. Dealers are invited to make the Waterloo tent their headquarters at Brandon Fair.

SEE THESE PLOWS IN OPERATION AT THE

Light Tractor Plowing Demonstration

Provincial Fair, Brandon
July 17, 18 and 19

Massey-Harris Tractor Plow

POWER LIFT

WHEN raised, all the Bottoms are at the same level, the rear being equally as high as the front, namely, 6 inches. This is a very high lift, and will be appreciated in trashy ground, weedy stubble, corn stalks or in heavy manure.

Two levers within easy reach of the operator on the Engine regulate the depth of plowing. Depth can be changed when plowing, or when Plow is in or out of the ground.

The Hitch has wide range of adjustment, both vertical and lateral, and being stiff permits of the Plow being backed. A Hardwood Break Pin prevents breakage.

The Third Bottom or Plow can be detached to convert a Three Furrow into a Two Furrow, or vice versa, it can be attached to a Two Furrow, thus making a Three Furrow.

These Plows are equipped with our well-known Great West Bottoms—Stubble with Long or Short Board, or Breaker as required.

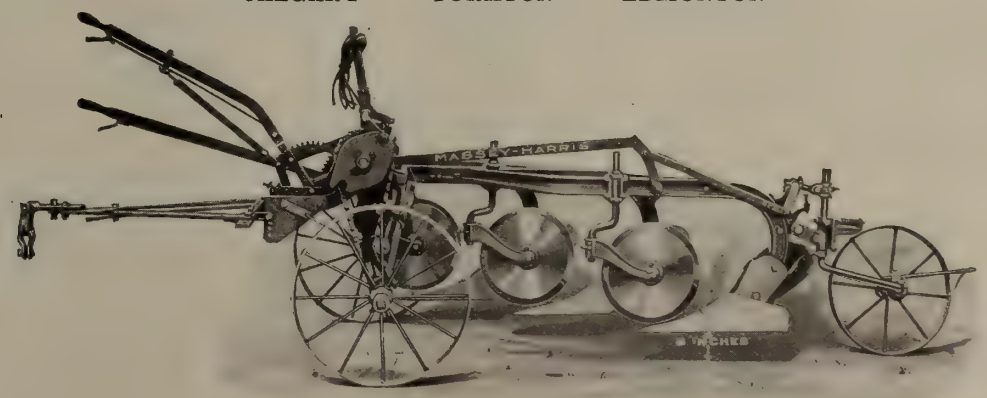
Illustrated Circular Free for the Asking

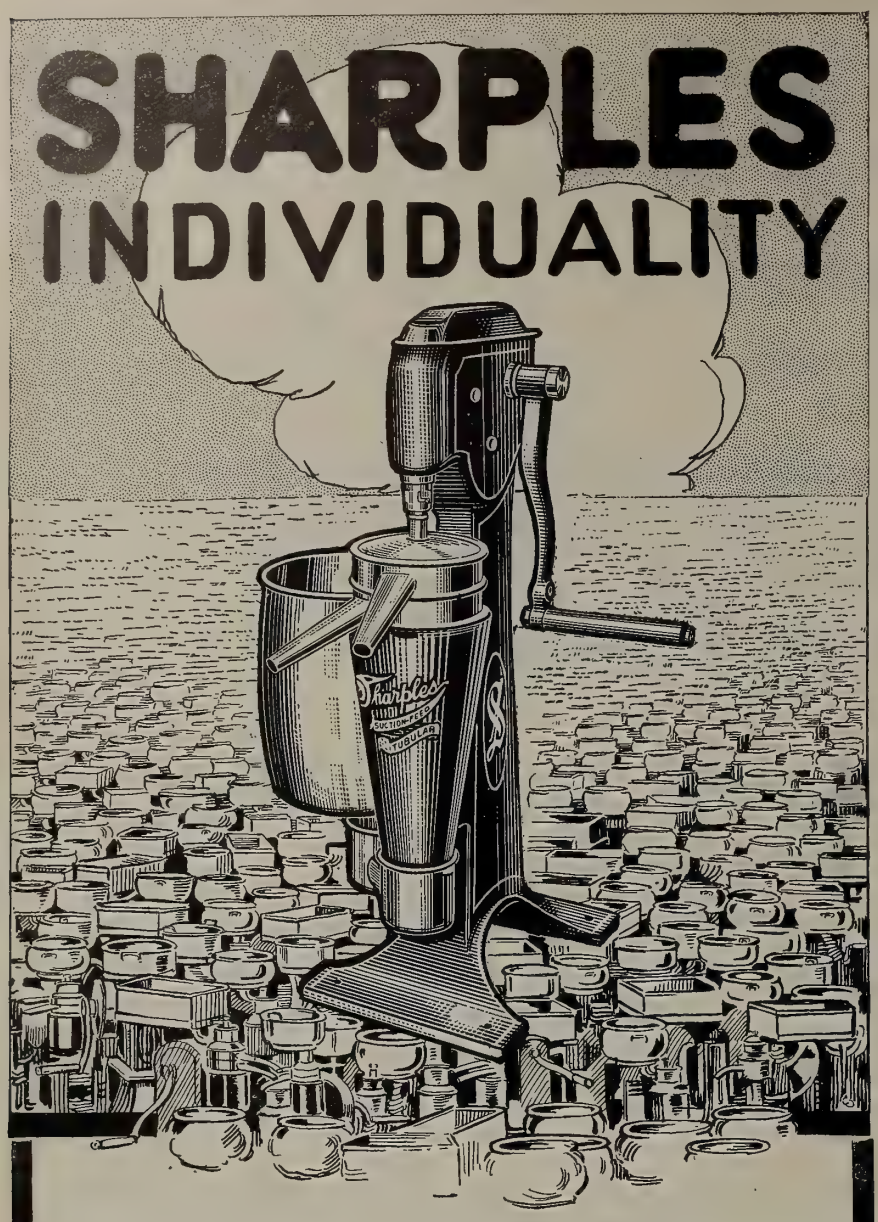
MASSEY-HARRIS CO., Limited

HEAD OFFICES - TORONTO, CANADA

Canadian Branches at

MONTREAL MONCTON WINNIPEG REGINA SASKATOON SWIFT CURRENT CALGARY YORKTON EDMONTON





The Sharples Separator stands out from the rank and file of separators as a unique mechanical achievement. It is the greatest **insurance against carelessness** which has ever been placed before the dairyman.

This big fact—that the Sharples can be turned carelessly at widely varying speeds and still get **all the cream**—is being recognized as a **mighty important feature** of a separator.

Nearly everybody seems to know something about it and our national advertising keeps on telling more and more dairymen every day. The result is that this individual separator is the easiest and most profitable to sell. The Sharples has a monopoly on **all real selling points.** That's what makes it individual.

SHARPLES
SUCTION-FEED
CREAM SEPARATOR

INDIVIDUAL because it skims clean at widely-varying speeds.
INDIVIDUAL because it gives cream of unchanging thickness—all speeds.
INDIVIDUAL because it skims your milk quicker when you turn faster.
INDIVIDUAL because of just **one** piece in the bowl—no discs, easiest to clean.
INDIVIDUAL because of knee-low supply tank and once-a-month oiling.

The Sharples dealer contract is **individual** too. It provides for a liberal bonus offer, which should enable you to draw a fat check **outside of your regular commissions.** One of our dealers drew a bonus check for $880 last year. The increasing demand for Sharples Separators is shown by the fact that we effected a 340% sales increase in **one** year. Why not write us to-day for dealer contract?

The Sharples Separator Co.
Toronto, Ont. **Regina, Sask.**

THE MITCHELL & McGREGOR HDWE. CO.
Brandon, Man.
DISTRIBUTORS FOR MANITOBA
OUR REGINA BRANCH IS FULLY EQUIPPED TO TAKE CARE OF ALL REPAIRS AND SUPPLIES FOR WESTERN CANADA

Supply Conditions in the Separator Business

The dealer is, or should be, aware that every manufacturer of farm implements is working under a serious handicap, either from shortage of labor, material or freight congestion, and the majority of manufacturers are behind on shipments and orders. In the United States the government is taking every possible step to speed up farm production. The shortage of labor, due to the raising of a large army in that country, as in Canada, will assuredly cause an increased demand for farm machinery.

This shortage in supply of farm

L. C. SCOTT
Regina Manager, Sharples Company

equipment of course affects the cream separator business. The result is that a great many dealers will be unable to get the supplies they will need when they need them. In this connection the general manager of the Sharples Separator Co., West Chester, Pa., informs Canadian Farm Implements that the Sharples organization are doing all that they can to urge dealers to place orders in advance so that they will be assured of having a supply of machines on hand when the actual demand arises. Under the circumstance, this is good advice, for with the enormous steel and iron orders placed recently by the United States Government for naval and military purposes, and the ever-increasing demand for these commodities by U.S. Government contractors, it can be readily seen that the supply situation will, if anything, get worse instead of better.

The dealer in dairy equipment and farm machinery can play a most important part in increasing agricultural production. He can preach the gospel of more intensive farming; he can advocate bigger acreage; he can explain and promote the use of labor-saving machinery, and so on. But these ideals fall short if the dealer is not prepared to supply the demand, on safe but reasonable terms, for such machinery as his community requires.

Freight shipping facilities are badly impaired. This condition will probably continue almost indefinitely. Shortage of material and labor and the high cost of both are a handicap which the manufacturer confronts daily. But, from the dealer's viewpoint, one of the most important matters that at present demand his attention is to place his orders in advance—just as far in advance as is possible, and to anticipate his possible needs and to cover himself thoroughly.

Many firms in all farm implement lines have been compelled to increase prices; other increases are sure to be necessary, and materials are sure to remain high for many months to come. It would seem evident that a dealer takes no chances by buying heavily on the present market. There is no chance for loss and a great possibility of gain so far as the matter of prices is concerned.

The dealer is always interested in the question of credit conditions. To-day the farmer is the best credit risk that exists. Prices on all products are abnormally high, and may be still higher. It is evident that prices on staple foods, especially dairy products, will not materially decline. The demand, both domestic and foreign, has increased so enormously that it is necessary to produce more. The farm is sure to be abnormally prosperous for years to come, the greatest difficulty in farming operations being the shortage of help, which can in many cases be greatly alleviated by up-to-date equipment. If no help exists to milk a herd of cows, the farmer will assuredly turn to the milking machine as a solution to his problem.

There will be many who will need machinery and who will not have ready cash, yet are perfectly good risks, from the dealer's standpoint. In the United States such a condition is fully met in the form of trade acceptance notes which any national bank will handle. In Canada the dealer should endeavor to secure such note settlement as will also enable him to realize on his sales through his bank. Close the transaction when the sale is made and at the same time accommodate those who are worthy of accommodation.

The Sharples organization is doing all that is possible to supply the demand for suction-feed

cream separators. Cream or butter fat, at prices now obtaining, is entirely too valuable a product to waste, and it is the contention of the company that dealers can assist agriculture in no better way than by selling the largest possible number of these machines, which insure the saving of the entire quantity of the most valuable product of the farm.

Personal Contact and Separator Sales

In selling the cream separator, concise personal knowledge of his territory is invaluable to the dealer in dairy supplies. A thorough census of the needs of the community will be found of the greatest help.

The salesman who doesn't grasp every opportunity to increase his acquaintance among farmers is laboring at a serious disadvantage because his chances for locating men who need cream separators are diminished in proportion to his lack of acquaintance, says Clement White in De Laval Monthly. The live wire salesman is invariably an adherent of the personal contact idea; he never neglects an opportunity to increase his acquaintance among the men from whom his customers are drawn.

When the magnitude of the growth of the dairy industry is taken into consideration, the significance of the personal contact idea becomes more apparent. In every neighborhood new dairy herds are being established. Pure-bred dairy cows are at a premium. Scientific methods of feeding cows and managing dairy herds are rapidly being introduced.

"Viking" Distributors for Alberta

The Swedish Separator Company, of Chicago, Illinois, who have been distributing the well-known "Viking" Cream Separator in Western Canada very successfully for several years (in Manitoba through the John Watson Mfg. Company, of Winnipeg, and in Saskatchewan through Bert Conway, of Regina), now announce their new connection with the Canadian Western Manufacturing Company, of Calgary.

This organization will now sell "Viking" Separators exclusively in all of Alberta.

The Canadian Western Mfg. Company are a well-known concern who cover the territory vigorously, thus insuring to all agents prompt and efficient service.

The Swedish Separator Company are sure that this new arrangement will be very satisfactory to those Alberta agents who are already handling and selling "Viking" Cream Separators, and will also be the means of inducing many other agents to stock this well-known line.

The Valuable Silo

With the insistent need that exists for food production, it is essential that food products and values be conserved to the utmost. Not only should human food be conserved but also food products for animal consumption.

For this purpose, nothing can compare with the silo, which affords a means for saving food values which have been allowed to waste to the amount of millions in bygone years. In the agricultural world the silo is a visible example of economical management.

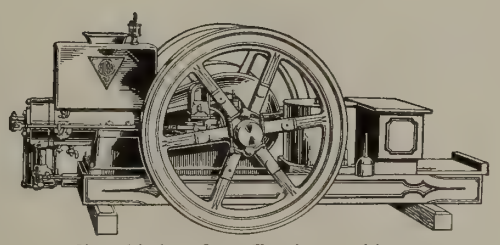
The presence of the silo upon the farm is indicative of the good and efficient farmer. Its use indicates that its owner is alive to his best interests. Its stored food values often mean the difference between loss and gain on the farm operations for a year. For this reason the implement dealer can engage in no more important work in the direction of community well-being than that which encourages the erection and use of the silo. He also thereby advances his own trade interests by assuring a future demand for that equipment which the silo renders necessary. It must not be forgotten either that the farmer who builds and uses a silo increases his money-making capacity and thereby, as a usual thing, he becomes the better able to pay for that which he buys. Thus from every point of view, the dealer should be interested in the sale of silos in his community.

Massey-Harris Changes

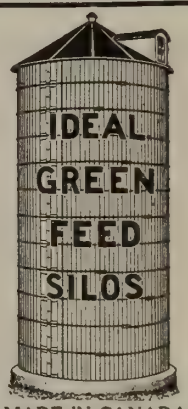
The Massey-Harris Company, Toronto, announce that A. S. Patterson, general sales manager for Australia, has been appointed to the directorate of the company. Lieut.-Col. Vincent Massey also joins the board of the organization.

IMPLEMENT DEALERS, write for our offer for supplying us with the names of the parties in your district who intend to buy Lumber this year. Let us show you how to make some money.
F. M. T. C. LUMBER COMPANY,
Standard Bank Bldg. **Vancouver, B.C.**

The World's Standard De Laval Separator


The Alpha Gas Engine. Always Ready to Work

A Complete Dairy Line



MADE IN CANADA

THE DE LAVAL LINE IS EASIEST TO SELL

THE best line of farm and dairy supplies to handle is the DE LAVAL line. It is the best advertised, is most favourably known, and gives the best service and satisfaction to the user.

You can sell more De Laval Separators, Alpha Gas Engines, Ideal Green Feed Silos and Alpha Dairy Supplies, and sell them more easily and with less expense, than you can any other line.

Perhaps you have already noticed that De Laval Agents are nearly always the most prosperous in their community. There must be a reason. Better investigate.

Complete line of catalogues and information as to territory, prices, etc., will gladly be furnished upon request.

THE DE LAVAL COMPANY, LIMITED. WINNIPEG MONTREAL VANCOUVER PETERBORO
LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Lowering the Farmer's Threshing Bill

The supply of raw materials to the implement industry is of the most vital importance to-day, since farm operating equipment is vitally necessary to our food production. The ability of the machinery manufacturer to supply what is needed is absolutely limited by his ability to secure materials, labor and transportation. Further, the manufacturer, particularly of harvesting and cultivating machinery, begins practically in July his operations for next year's trade, consequently it is evident that the material supply situation must be looked to well ahead.

From the standpoint of the farmer, the question of getting machinery to replace the help shortage is also of vital importance. In the threshing field, for instance, it is at once evident that this year should show a greater demand than ever before for combination threshing outfits, the reasons for which are obvious.

In a great many cases the farmer cannot afford to hire the kind of help he is at present able to get, to pay the wages he has to pay and buy machinery necessitating the hiring of promiscuous and unskilled help to operate it. Farm help is the highest paid labor in the West to-day, in the sense of the ordinary valuation placed upon unskilled help. The farm laborer is placing a high price upon his work and is getting socialistic as to what he will do and what he won't do.

In no other farm operation are more men required than during the threshing season. This labor is at present impossible to procure and if procurable will be at a prohibitive cost. It was, and is, essential that there be manufactured and sold a smaller threshing outfit whereby the farmer, along with the help of his family or of neighbors, could do his own threshing.

One farm machinery man in the United States, writing to Farm Implement News, says:

"It would appear to me that thresher manufacturers would be as well satisfied at the end of their year's business to make the same percentage of profit on building a small separator and a small tractor as though they built a large one, and especially so if they sold the small one for cash and the large one on from three to ten years' time, or longer."

In Western Canada the development of the combination threshing outfit has been rapid. The necessity for such outfits was seen and progressive engine concerns branched into this business. Some of the manufacturers of large threshing machinery also got in line and began producing smaller sized separators for individual use, as combination threshers or for driving by a light tractor. This development is simply in answer to an insistent demand that exists, for it was realized that the manufacturer must build a machine with which the farmer can do his threshing at the right time and without waiting for the custom machine or paying heavily for its attendant labor requirements.

It is contended by many that within the next few years the binder will have to be built with a shocker attachment so that the farmer's wage bill may be reduced for grain shocking. Already the farmer has, by the combination thresher, solved the problem of the high cost of threshing. It resolves itself into a question of production cost. No automobile sold to-day could be sold at its price if the parts were not produced by automatic labor-saving machine tools. The farmer faces the same problem and by means of the individual thresher can correspondingly reduce his production cost per bushel of grain.

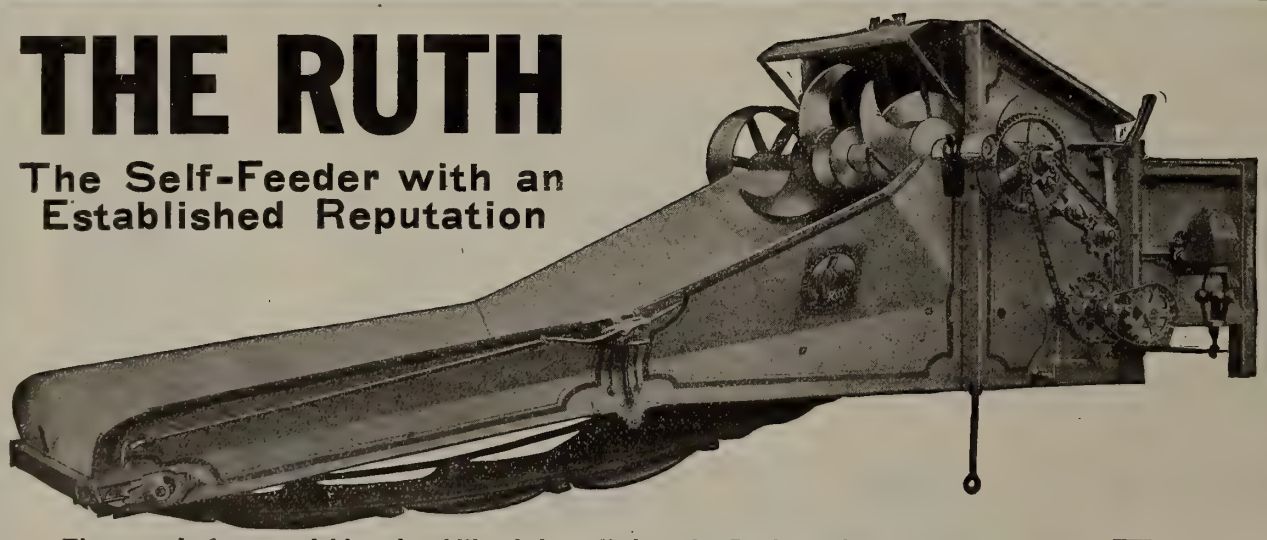
By means of the adaptation of a grain saver the farmer is enabled to operate his small separator as economically as can the most expert thresherman. His separator can be fully equipped with feeder, elevator, windstacker and all the equipment necessary for good results and saving of hand labor.

The insistent demand for foodstuffs necessitates an increase in crop quantity and quality, and the increased cost of living demands the production of every bushel at the lowest possible figure.

Just as the heavy tractor has been largely replaced by the light tractor, so it would seem evident that the large capacity threshing separator will give way, in years to come, to the smaller but no less complete separator adapted for individual use by the farmer. As light tractors increase in number, the demand for these separators will correspondingly increase. The individual outfit, as a tractor-separator plant, or as a combined engine and separator installation, is here to stay. From the standpoint of the threshing machine manufacturer, this may mean a readjustment of methods. The long time sales as applicable to

THE RUTH

The Self-Feeder with an Established Reputation



Send at once for our new, large, colored RUTH Catalogue. IT IS FREE.

The records for astonishing durability being piled up by Ruth Feeders all over America have never before been duplicated in the history of self-feeders. Despite the fact that they are getting the hardest, most constant, most trying use, Ruth Feeders are demonstrating almost every day that there is practically no wear-out to them.

The durability of the Ruth Feeder is as remarkable as its ability to do a wonderful amount of work—more work and better work than any other feeder you can sell.

There are self-feeders that cause all kinds of delays, disappointments, money losses, because they cannot stand up under the work during the threshing season.

We know—and probably you know of feeders that are notorious for the fact that they rarely run one single season without shaking themselves to pieces. They are built flimsily. Their mechanism is weak. Their entire make-up is a mistake.

Yet—some people buy these other feeders. If one doesn't investigate, one is liable to invest in the wrong feeder—one that the customer has to replace at the end of the year, or even before the season is over. It may fall down on the user right in the middle of the season.

FEEDERS can be shipped from Winnipeg, Regina or Calgary
REPAIRS can be shipped from Winnipeg, Saskatoon, Regina and Calgary

Mr. Dealer: Send for our Agency Contract. Also ask for our 1917 Thresher Supply Catalogue. As usual our PRICES ARE RIGHT.

The Maytag Co.,
Limited
Corner Arlington and Logan
WINNIPEG - - MAN.

the large outfits may become a thing of the past, sales will be made more directly through the dealer, and good serviceable machines for individual use will be sold for cash or bankable paper. In the end, this type of outfit should be profitable to the manufacturer, eliminating as it does the costly upkeep of a host of collectors.

New Manager for I H C at Winnipeg

We reproduce herewith a very good photograph of A. W. Wallace, who has been appointed acting manager of the Winnipeg branch, International Harvester Co., of Canada, succeeding M. J. Rodney, who has been transferred to Australia.

Mr. Wallace was born in Brant County, Ontario, in 1871, and was educated at the Brantford schools, later graduating from business college in that city. His first connection in the implement business was in 1898, when he joined the Cockshutt Plow Co., at London, Ontario. He served the plow concern as a salesman and general traveller until 1901, when he became connected with the Noxon Company, of Ingersoll, Ont., acting as a salesman with them until 1904.

In February, 1904, he joined the forces of the International Harvester Co., as a blockman in Chatham, Ont., territory. From Chatham he was transferred to the travelling staff of the Hamilton office, and, in 1909, went to

A. W. WALLACE
Manager for I H.C at Winnipeg

London, Ont., as assistant manager of that branch of the company.

Early in 1912 Mr. Wallace was transferred to South Africa, where he established the Capetown office of the International Harvester organization. From this office business was controlled over the whole of South and East Africa—Cape Colony, Natal, Orange River Colony, Rhodesia, German East Africa, and British East Africa. Mr. Wallace covered this vast territory in the interests of his company, and during his sojourn in South Africa saw a great development in the African business of the harvester organization.

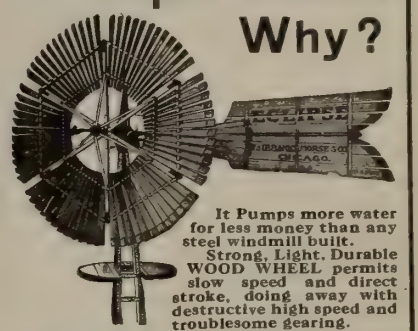
Leaving Capetown in February, 1916, Mr. Wallace returned, via South America, to the headquarters of the International Harvester Co., at Chicago, Ill., since which time he has been in charge of the Western Canadian plow business of the company. With a thorough knowledge of the implement business in all its phases, Mr. Wallace should be a valuable acquisition to his company in the important position which he now occupies. We accord him a cordial welcome to the implement business in the Canadian West and proffer him the congratulations of the trade on his appointment to the management of the Winnipeg branch of his company.

Taking a trade journal or a business magazine and not reading it is just like sending for the doctor and then refusing to let him see the patient.

The Ford Tractor

It is reported that Henry Ford, of Detroit, Mich., plans to place his farm tractors on the market in August. Reports state that thirty or forty of the tractors are now working on the Ford farm at Dearborn, near Detroit. Another development of the Ford car is to be a Ford truck, it being Mr. Ford's plan to enable every farmer in the U.S. to own a Ford car, a Ford truck and a Ford tractor for a total price of $600. We wonder what the Canadian value of the outfit would be?

ALL RAILROADS USE
The 'Eclipse' Windmill
Why?



It Pumps more water for less money than any steel windmill built. Strong, Light, Durable WOOD WHEEL permits slow speed and direct stroke, doing away with destructive high speed and troublesome gearing.

Very few wearing parts—hence less attention necessary.

DON'T SELL A WINDMILL UNTIL YOU KNOW MORE OF THE "ECLIPSE."

Write for Free Booklet

The Canadian Fairbanks-Morse Co., Limited

Saskatoon WINNIPEG Calgary

You Cannot Handle a Better Individual Outfit than Cushman Light-Weight Combination Threshers

The 1917 Model

Tested and Tried in the Field---Leads in its Line

WE HAVE added many improvements to our 1917 model, and in simplicity of construction and operation, also in quality of materials and durability, we know that it stands alone in the combination thresher field. Low cost of repairs, absolutely uniform speed, smooth running, perfect balance, coupled with the ability to do good work under all conditions, mean absolute satisfaction to the purchasers of Cushman Combination Outfits. The frame of the 24x46 inch Separator is strongly and substantially built, and is braced to stand all stresses and strains. And behind all is the famous smooth-running Cushman Light-Weight Engine.

Every Outfit Equipped with the Famous Cushman 2-Cylinder, Light Weight Engine

BUILT IN THREE SIZES:

8 H.P. with Straw Carrier and Hand Feed
15 H.P. with Wind Stacker and Hand Feed
20 H.P. with Wind Stacker and Self Feeder

DEALERS! The 1916 demand for these outfits far exceeded the supply. Get your orders in at once so as to ensure delivery.

THE rigid, strongly braced frame is equipped with a sliding base for regulating the tension of the belt. Our system of bracing—together with the smooth-running, light-weight Cushman Engine—eliminates vibration. Separator is equipped with Automatic Grain Register when desired. Cylinder has 62 teeth; concaves and drums are of the best design. Revolving straw decks give perfect separation of grain from straw. The shoe used cleans grain so that it is ready to market. Our Elevator and Windstacker have exceptional features that ensure efficient work, while the Self-Feeder is automatically governed so that the Separator cannot be over-loaded.

NOW IS THE TIME TO SECURE THE AGENCY FOR THE FAMOUS CUSHMAN BINDER ENGINE

CUSHMAN DEALERS HAVE NO SLACK SEASON. **OUR AGENCY OFFER WILL INTEREST YOU**

CUSHMAN MOTOR WORKS OF CANADA, LIMITED

Dept. E. WHYTE AVENUE and VINE STREET, **Winnipeg, Man.** **Distributing Warehouses: Toronto, Ont. and London, Ont.**

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self-Feeders—Fanning Mills--Smut and Pickling Machines--Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws--Incubators--Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres

International Harvester Statement for 1916

Collections Improved: Large Increase in Sales

The financial report of the International Harvester Co. was made public May 29. In his general remarks, President Cyrus H. McCormick states that the total sales in 1916 increased nearly 24 per cent over the preceding year, despite the most difficult conditions in regard to export trade. The Canadian sales were greatly increased over 1915. The president also comments on the great difficulties due to lack of adequate merchant marine. The balance of the 1916 earnings after payment of preferred stock dividends has been carried to the Contingent Reserve (exchange, war losses, etc.) in accordance with the policy adopted by the company in 1915. Funds held in Europe increased during 1916 from $28,041,000 to $38,754,000, largely through the conversion of inventories and receivables into cash. Of the latter total, $30,528,000 is in Russia alone.

Up to the date the U. S. entered the war, the works at Neuss, Germany, were in operation. The Croix Works, in the war zone in France, have been closed since August, 1914. The works in Russia and Sweden were in full operation during 1916. The principal capital expenditures during 1916 were to provide additional facilities for the production of small tractors and motor trucks.

Collections Very Good

During 1916 collections were ceptionally good. Great care was taken in extending credit. The percentage of cash to total sales in Europe was 90 per cent in 1916 as compared with 74 per cent in 1915, and an average of 45 per cent in the years 1911-14. In Canada a much larger percentage of cash was obtained in 1916 business than during any previous year. Owing to the increased cost of living, wages have been advanced at all plants, and the company are now operating at the highest labor cost in their history. A special provision of $2,000,000 was made for losses in European countries participating in the war. No common stock dividends were paid by the company during the year.

The income for the 1916 operations of the corporation, before the usual deductions were made, totalled $9,771,021, an increase of $3,162,555 as compared with 1915. After the usual deductions for loan interest and reserve accounts, also payment of preferred stock dividends, $3,037,098 was carried to the contingent reserve, an increase carried over, compared with 1915, of $1,416,957. The surplus remains at the end of 1916 at $20,011,119, as it was at December 31, 1915.

The farmers' and agents' notes receivable amount to $25,932,895, a decrease of $8,474,282 as compared with 1915. The total of notes and accounts receivable for 1916 are $36,445,424, a decrease of $10,211,918 as compared with the previous year. The net working capital at the end of 1916 amounted to $80,203,135, an increase over fourteen million dollars compared with 1915, but this total includes foreign assets and liabilities converted.

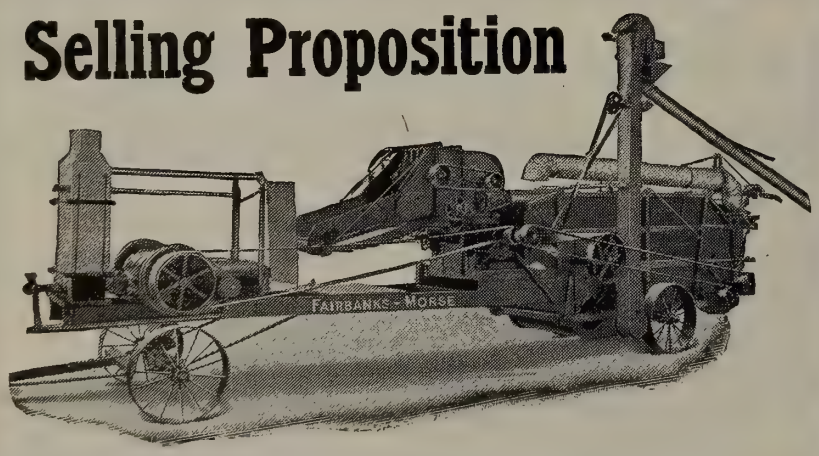
Under the heading of inventories, the value of raw materials, work in progress, finished machines and repair parts at Canadian factories had a value of $1,989,854, a decrease of $284,502 compared with the preceding year. An expenditure of $6,600 was made for machinery in Canadian plants and $125,473 for repairs, renewals and maintenance to plants. During 1916 bad debts to the value of $718,674 were written off, a decrease of $95,760 compared with the 1915 account. The collection expense account shows a balance of $100,000 over the 1915 figures.

Profit Sharing Scheme

At December 31, 1916, 5,777 employees (64.3 per cent of the total payroll) were subscribers for profit sharing certificates, aggregating $1,521,000. In the Employees' Benefit Association, to which the company contributes $50,000 annually, benefits to the amount of $273,576 were paid during 1916.

The report throughout indicates that the company has pursued a conservative policy during the year, making ample provision for all liabilities and providing adequate reserves. It is interesting to note the production capacity of the various plants of the company. The capacity of the tractor and engine plants at Chicago is given at 35,000 annually, and the wagon works at Chatham, Ont., at 15,000 wagons. At the Hamilton, Ont., works a capacity of 175,000 harvesting and seeding machines and tillage implements is shown.

Dealers: Here's a Practical Selling Proposition



The Fairbanks-Morse Combination Threshing Outfit

Just the outfit for the farmer who wants to do his own threshing, when grain and weather are right, and be independent of old-time delays. This will be a big seller this year.

It's the best outfit on the market. The famous 15 h.p. type "Z" Kerosene Engine, drives the 24 x 46 in. Separator, with hand feed, windstacker and automatic register. With Self Feeder the Separator is driven by a 20 h.p. twin Cylinder Kerosene Engine.

To those who have a 10-20 h.p. tractor or larger, sell this 24 x 46 in. Separator, mounted separately.

The Canadian Fairbanks-Morse Co., Limited

SASKATOON WINNIPEG CALGARY

Hay Fork Business

To make hay fork business profitable, it is to your advantage to give it personal attention. There is little demand for these tools unless you point out their value to the prospect. Call on the farmer, explain the labor-saving value of the tools and size up his barn, telling him how much track is needed.

Where the barn is a big one, switches are convenient, helping to spread the hay more evenly; and anything like this, which will save time and give more satisfactory results, it is perfectly in order for you to suggest. A hay loader in the field and a hay fork in the barn will bring in the crop in mighty quick time. And time-saving and labor-saving is just the thing that interests the farmer in these days of high-priced farm hands.

These little visits open up a vista for sales. The barn may need shingling. Suggest metal shingles with their fireproof qualities. Or perhaps the house is crying out for paint. By the way, have you ever considered that the implement dealer can do a good trade in paint in many localities. A visit, a friendly chat on farm topics, will often show you half a dozen lines for which one farmer is a prospect.

Tractor Prices Advance

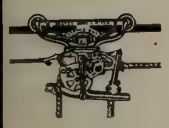
The Happy Farmer Tractor Co., La Crosse, Wis., early in May advanced the price of their model "A" 8-16 h.p. tractor. Orders received previous to May 5 were filled at the old prices. The company regret very much the necessity of the advance in price, but state that conditions in the labor and material markets made it imperative.

Sheet Steel and the Binder

It is pointed out that sheet steel is an absolute necessity in the construction of binders. In the United States probably two-thirds of that used in the implement industry goes into binders. One hundred thousand new binders are sold in America every season. Each binder sold averages 50 acres a season.

Owing to the shortage in supply of sheet steel, it is stated that, should binder production be reduced 50 per cent, it would decrease the harvesting ability of the farmers of the United States by 2,500,000 acres. The government crop analysis in that country showed an average of 16.7 bushels per acre. Such a binder shortage would decrease the country's wheat supply by 42½ million bushels.

ARE YOU READY?



Harvest time will soon be here. Farmers will soon be coming to your store for Sling Cars, Slings, Track, Rope, Pulleys, etc. The shortage of labor makes such labor-saving machinery as this absolutely necessary. You will make big sales and big profits if you are ready.

BT SLING CARS

They are the ideal cars for the West, bigger, stronger, heavier, more dependable than any others. Tread on the track of 18 inches; large rope wheels. They will clean the rack in two or three lifts. They are double-power cars, requiring only half as much draft rope, and half as much walking for the horses as other cars.

We can ship these goods on the first train after your order is received.

Order now. The man who has the stock will get the business. Farmers can't wait when the rush of harvest starts. Order to-day.

BEATTY BROS., LIMITED

Dept. G296 Winnipeg, Man.

Dept. G296 Edmonton, Alta.

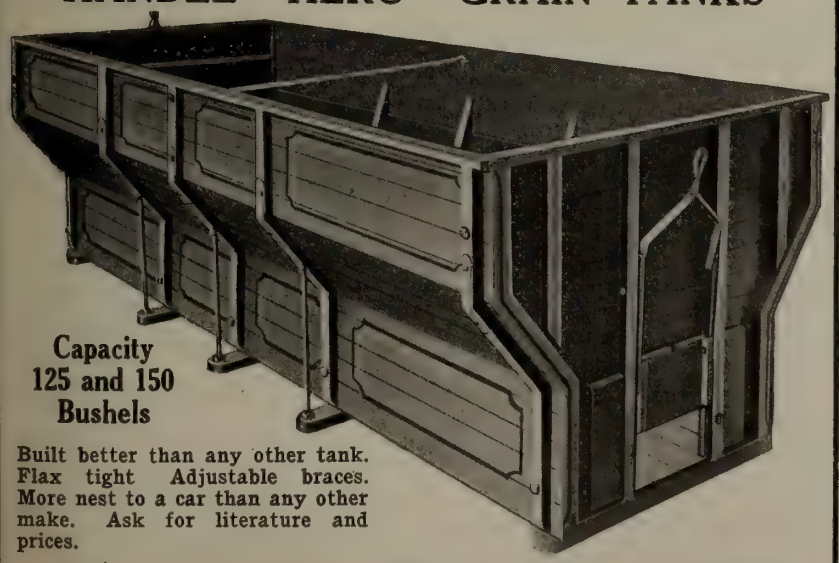
Their Reputation Sells Them!

THE NEW IMPROVED "HERO" FANNING MILLS

THREE SIZES: 24, 32 and 48 inches

Greatly increased screen capacity over original models. All screens interchangeable; perfect adjustment for blast. Strongly built. We guarantee the New "Hero" to clean more grain and do better work than any mill sold. Can ship immediately.

HANDLE "HERO" GRAIN TANKS



Capacity 125 and 150 Bushels

Built better than any other tank. Flax tight Adjustable braces. More nest to a car than any other make. Ask for literature and prices.

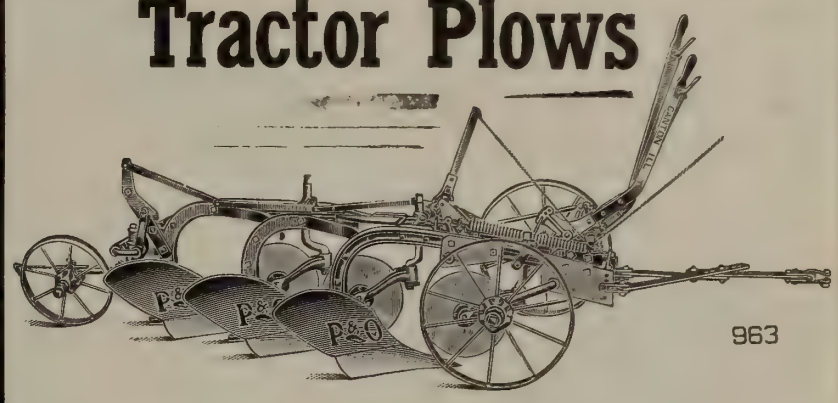
GET THE AGENCY OFFER ON THESE WINNERS

Hero Manufacturing Company, Ltd.

(UNDER NEW MANAGEMENT) WINNIPEG, MAN.

P & O

Little Genius Power Lift Tractor Plows



With IXL Bottoms and Quick Detachable Shares

NOW is certainly the right time to talk the P & O Little Genius Tractor Plow to your customers. It is the efficient plow. Thousands of these plows are already in the field, and every one of them is on the job. Dealers who keep in touch with the times know that the coming year will be the biggest year in the history of the tractor plow game. And a little inquiry among tractor plowmen will convince you that the P & O Little Genius actually is the leader of plows of this type. And the P & O Little Genius offers you some of the easiest business you ever got. Line up now!

The P & O Little Genius can be used with any tractor. It can be operated by anyone who can operate a tractor. It can be equipped with bottoms to suit any soil. The P & O IXL Bottoms in Stubble and Scotch Clipper series are equipped with quick detachable shares, which can be quickly removed by loosening one bolt. The power lift device operates on all three wheels, giving the bottoms a high, level lift, and is absolutely unfailing in its action. In every instance where a P & O Little Genius has entered a locality, it has resulted in repeat orders from that locality. The P & O Little Genius is the plow YOU need in your business.

PARLIN & ORENDORFF CO.

CANTON, ILL, U.S.A.

International Harvester Co. of Canada, Ltd.

SALES AGENTS FOR CANADA

WINNIPEG BRANDON REGINA SASKATOON
YORKTON NORTH BATTLEFORD ESTEVAN
CALGARY EDMONTON LETHBRIDGE

The Hay Baler Is Profitable

Beyond the machines used in harvesting the hay crop, the progressive dealer usually stocks hay balers in the various types. The reason for baling hay is not far to seek. When city population was small, hay was furnished the city user by neighboring farmers. The farmer delivered his hay direct to the buyer. But as cities increased in size, it became necessary that the farmer sell his hay to a hay dealer. Further, in many cases, through increasing demand, the farmer could not supply the local requirements. It became necessary to ship hay from a distance.

It was instantly realized that hay could not be shipped in bulk. It became dirty and lost color and palatability. Little could be stored in a car in the loose state, and transportation charges were so high that the price was prohibitive. So the increasing market for hay lead directly to the development of the hay baler, whereby the hay could be compressed and baled for transportation. The hay raiser benefited by an increased market. He could raise hay and sell it at the distant centres instead of simply supplying local demand, getting better returns from his crop. The benefits to the consumer from baled hay were also great, for the feeding value was greatly increased.

Baling hay keeps the hay cleaner. Loose hay gets dusty, and being loose much of the foliage and the most palatable portion is lost. In the bale the compactness of the hay keeps out all dust and dirt. It keeps the hay so that the leaves and blossom cannot be knocked off. The hay in its tightly bound bale is easily handled, no small consideration in shipping. A bale can be broken when it is convenient to feed, and in the restricted space at the command of the city stables, there can be stored a great amount of hay that in a loose state could not be considered.

In comparatively small space, not only at the livery barn but on the farm, enough bulk hay can be stored to provide for winter feed. The feeder is benefited in the cleanliness of the hay, in greater feeding value, and in the larger quantity he can store. From the standpoint of the farmer, the bale has brought a greatly increased market; large quantities can be sent in a car at a lower rate of shipment, and the hay is easily loaded and is delivered to the buyer in prime condition.

These arguments can easily be used by the dealer in pushing the sale of hay balers in his territory. The use of these machines gives the prospect an increased market and a better price. He can select his market and sell to the best advantage. Further he can choose his own time for selling. With his hay in bulk, he must, generally speaking, either sell when the hay is first cut, when the price is low, or must put in stacks. If stacked for any length of time, part of the hay is spoiled so that any increase in market price is offset by the loss.

Beyond benefiting his soil by raising the hay crop, if he bales his crop the farmer can easily store it until the market suits him for selling. These and many other reasons will be apparent to the dealer in using sales talk to the farmer along the line of hay balers.

These machines are built in a large variety of types, the most profitable being a machine driven by an engine, with eccentric gears which give increased leverage in the working stroke and a quick return on the idle stroke. This design gives a steady use of the power without the necessity of a high speed, heavy flywheel to help carry the engine over the maximum load. On such outfits the engine can be removed from the baler and used for other purposes. Large capacity, a strong frame, the quality of making neat smooth bales, simplicity in design, and strong construction are all valuable features in the type of baler the dealer sells.

A U.S. Combination Thresher

Cushman engines are well known to the Canadian trade, both as detached power units and as the motive power in Cushman combination threshing outfits. In the United States, the Cushman 15 and 20 h.p. engines have been adapted by the Buffalo Pitts Co., Buffalo, N.Y., for their combination outfit. The thresher is 22x32 with the usual equipment. It has iron wheels, steel frame and galvanized iron sides and deck. The attachment of the engine is of peculiar interest. The frame and truck on which the engine is mounted can be easily detached from the separator, a set of wheels and bolster placed under the end of the frame, and the engine then can be drawn anywhere for use during the time that it is not needed for threshing.

Tractor Demonstration in U.S.

This year but one tractor demonstration will be held in the United States, which will be a national event, held at Fremont, Nebraska, from August 6 to 18. There will be no restrictions of any kind placed upon private demonstrations so long as they are not of a competitive nature.

New Milking Machine Pulsator

In a new milking machine pulsator, the design is a simple three-movement vacuum pump which milks two teats at each stroke of the piston, instead of milking four and running back empty. This gives the pulsator, it is claimed, an even running motion and puts less strain on the cow.

YES! IT DOES PAY TO SHOW AND SELL
The "VIOLA"
(Registered)

Equal in appearance, mechanism and tone to any $150 Machine. Sells at less than half the price

Implement dealers once thought they couldn't sell automobiles. They changed their minds! You can sell the Viola every day in the year, and net a nice profit on every sale. Get the exclusive agency—Now! Place a Viola on your floor; play it, and it will speak for itself. Write to-day.

THE DOMINION SEWING MACHINE COMPANY
80-82 Lombard Street, WINNIPEG

100% FARMING

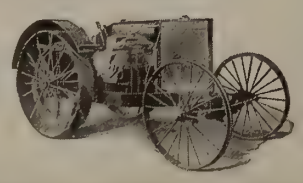
THE HUBER JUNIOR THRESHER enables your customers to thresh every grain they reap. Large enough for efficiency. Small enough for economy. They get fields ready for fall plowing with their own labor. Any 12-25 Tractor will drive it. Complete with wind stacker, feeder, weigher, etc.

THE HUBER JUNIOR THRESHER

The Huber Light Four pulls three 14-inch plows. In 5,000 lb. class—12 h.p. at the draw-bar and 25 h.p. at belt. Will operate all farm machinery. By every standard the most powerful and economical power unit for medium and large size farms.

THE HUBER Light Four

Write to-day for Literature and Agency Proposition.



JOS. NEILLY,
Representative
BRANDON MAN.
OR
J. D. ADSHEAD CO., LTD.
WINNIPEG

SATISFACTORY SERVICE AND PROFIT

ARE TWO THINGS REPRESENTED IN

MAX PORTABLE CORRUGATED GRANARIES

Your customers will appreciate that a satisfactory service of 12 years in Western Canada is a guarantee of experience that insures a good investment and you will find the sales easier to make on this account.

Get into touch to-day with this money making proposition. Full information on request.

Winnipeg Ceiling and Roofing Co., Limited
Manufacturers of Sheet Metal Building Goods and Farm Specialties
P.O. Box 3006 F.I. 3 Winnipeg, Man.

And the Buggy Still Sells!

To hear the plaint of some vehicle dealers, one would imagine that the buggy was as obsolete a type of conveyance as the Roman chariot. In spite of this perverted pessimism, the statement of a large buggy company, located in Indiana, as duly attested before a notary public, seems to indicate that the buggy business is as good as it ever was.

The statement shows that from December 1 to December 9 this concern sold 2,589 vehicles, 83 carts, 5 bodies and 2 trailers, the selling value of the goods for the nine days being $127,562.

For the sales of this company from September 1 to December 9, a total of 8920 jobs was sold, also 292 carts, 16 trailers and 83 bodies. The value of the business done for the three months and nine days was $422.068.

It may also be interesting to reflect that the product of this company is being sold right here in Western Canada — and not through the vehicle dealer. You have one guess at the way in which they are being sold. Still, these figures show that the buggy is still a very live issue, and that some one is selling them. In the trade buggy business is steadily improving, we are glad to note. Speaking to a vehicle man of thirty years' selling experience in the Canadian vehicle trade, he said:

"Yes, buggies still sell and this season they will sell still better. Mind you there is not the old time demand for the high grade carriage jobs there once was, but for a good serviceable buggy at a reasonable price, and for democrats, there still is a huge demand. You can't judge buggy business by the fact that the livery man in the small towns don't use 'em any more. In the country, over all Western territory, there is any amount of latent buggy business, and if the dealer will go after it he will find that the buggy is as big a proposition, and as profitable, as ever it was in the old days when a buggy salesman was the 'hiyu-skookum' in the implement business."

Tractor Prices Advanced

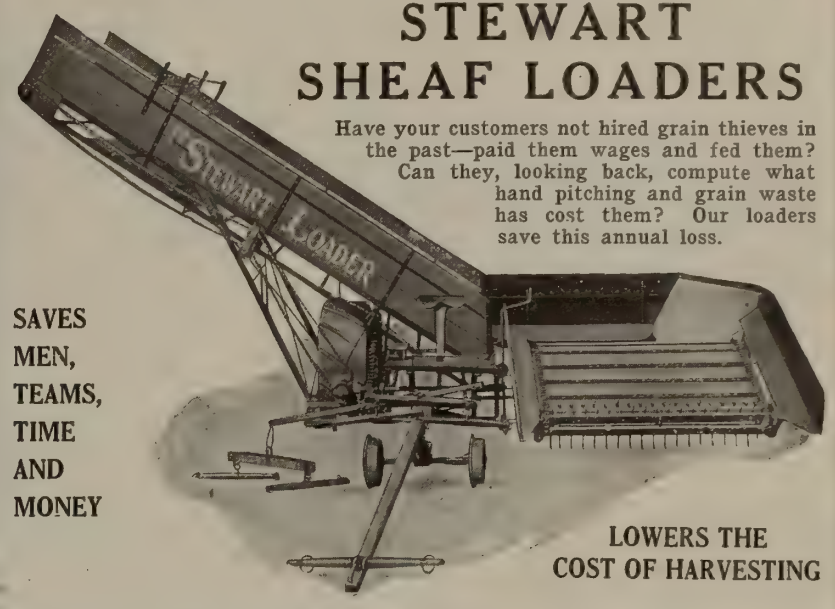
The Happy Farmer Tractor Co., La Crosse, Wis., early in May advanced the price of their 8-16 and 12-24 h.p. tractors. Orders received previous to May 5 were filled at the old prices. The company regret very much the necessity of the advance in price, but state that conditions in the labor and material markets made it imperative.

Grain Saved is Grain Gained

THIS year, as never before, grain waste will be criminal. The insistent demand for foodstuffs means that the Western Canadian farmer must glean every kernel from his fields. No farmer can risk losing an average of two bushels per acre. Help will be scarce, high-priced and not dependable. Only one machine will meet the situation facing the farmer.

STEWART SHEAF LOADERS

Have your customers not hired grain thieves in the past—paid them wages and fed them? Can they, looking back, compute what hand pitching and grain waste has cost them? Our loaders save this annual loss.



SAVES MEN, TEAMS, TIME AND MONEY

LOWERS THE COST OF HARVESTING

Dealers: Don't Delay—Send us Your Contracts

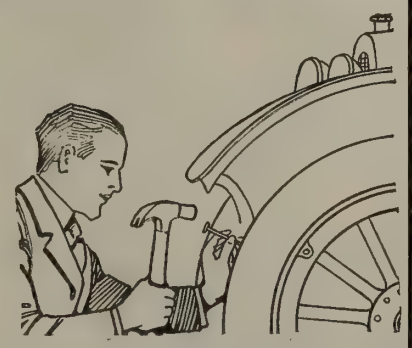
Order ahead and ensure delivery. Our Loaders save $15 to $30 daily during harvest. The customer can very soon save the price of the machine. We also manufacture a full line of high-grade separators for light tractor use. Ask for full particulars.

THE STEWART SHEAF LOADER CO., LTD.
470 MARTIN AVENUE WINNIPEG, MAN.

DEALERS! HERE'S A PROFIT YOU NEVER HAD BEFORE!

Get the Agency for

KOR-KER PUNCTURE CURE



Driving Nail into Tire Treated with Kor-Ker Puncture Cure. This is the strongest proof any one can ask and will convince the most skeptical.

LOOK AT THE TEST! KOR-KER DOES THAT—AND MORE

Why Every Autois† Wants Kor-ker

Five years' practical tests have proven Kor-ker a supreme success. Motorists have tried Kor-ker out and found it's *made good* under the *most severe tests.*

KOR-KER *seals punctures* instantly and permanently

It ferrets out and *stops slow leaks.*

KOR-KER *prevents under-inflation*—you dealers know what that means to the life of a tire.

KOR-KER is a *preservative of rubber.*

We *guarantee* it *will not injure* tires, but on the contrary *give them longer life.*

For years men have tried to find a puncture cure—*and now we've got it.*

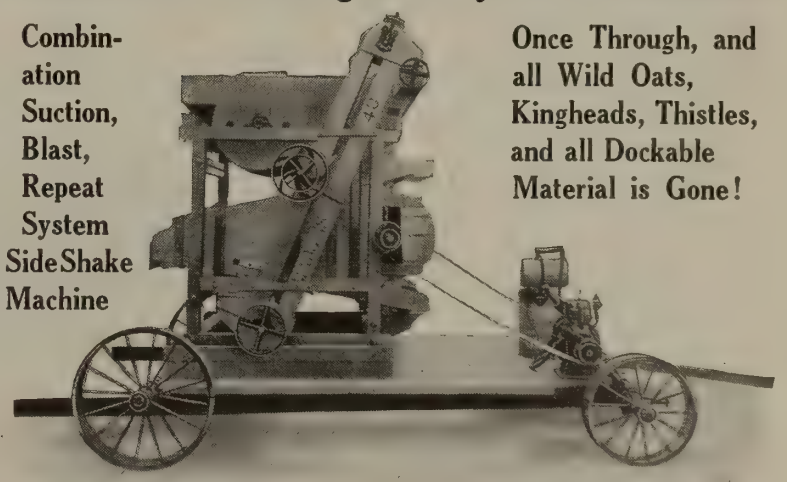
By selling Kor-ker in your district you can make big, liberal profits. Just make us prove to you that Kor-ker is the one perfect puncture cure. Ask us for dealer's booklet and our money-making proposition. Don't delay. Someone will sell Kor-ker in your town. Address:

KOR-KER SALES COMPANY, LIMITED
902 CONFEDERATION LIFE BLDG. WINNIPEG, MAN.

DEALERS! THE NEW MARQUIS GRAIN CLEANER AND SEPARATOR

Eliminates Dockage for your Customers

Combination Suction, Blast, Repeat System Side Shake Machine



Once Through, and all Wild Oats, Kingheads, Thistles, and all Dockable Material is Gone!

THE STANDARD IN GRAIN CLEANERS

MADE IN THREE SIZES—Nos. 40, 50 and 60.
Capacity, No. 40, Cleaning Wheat, per hour, 300 bushels
Capacity, No. 50, Cleaning Wheat, per hour, 450 bushels
Capacity, No. 60, Cleaning Wheat, per hour, 650 bushels

Strong construction, excellent materials; perfected from 30 years' experience in side-shake separator design. For capacity and thorough cleaning, no machine made equals the New Marquis. Sold with or without portable truck and engine. With it the farmer gets highest prices for his grain and conserves his feed. There's big sales for it—right in your territory.

GET THE MARQUIS AGENCY—WRITE TO-DAY

Cushman Motor Works of Canada, Limited
Builders of light weight, high grade Gasoline Engines for all Farm Power Work
DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Grain Screenings and the Fanning Mill

It is hard to compute the cost of carriage of the hundreds of tons of screenings of wheat, oats and barley which are transported from Western Canada every year. These screenings contain empty or broken seeds of wheat, oats, barley and flax, with variable proportions of a large number of weed seeds. The greater part is exported to the United States, where it is screened for the production of different cattle feeds.

Owing to the extreme smallness of the seeds of certain weeds, and the hardness of some others, they cannot be crushed by the ordinary grinding machinery. Special plant is required, which is expensive in cost and operation, for the purpose of thoroughly grinding all impurities. If screened again through a zinc screen with meshes of 1.8 mm so as to separate the very smallest weed seed, which are called black screenings, crushing can very well be carried out with ordinary grinding machines, if the screening and crushing are carefully done. This gets rid of about 40 per cent of the ordinary screenings.

Feeds manufactured with screenings not properly cleaned may contain thousands of live weed seeds per pound. Feeds of this kind only promote the spread of weeds and cause thousands of dollars worth of damage. Experiments have proven that the cheapest way of rendering screenings palatable is to remove the black seeds. With those removed, the screenings may be given without restriction to horses, cattle, sheep and pigs, in the form of 50 or 60 per cent of the total grain ration. While threshing with proper screens to separate these detriments to clean grain would do much to save the cost of transport of these impurities, the farmer who has not a fanning mill lacks one of the greatest essentials in farm equipment.

With a fanning mill he can clean his grain, save dockage and provide himself on the spot with a very useful feed which he can use himself or sell to breeders. The dealer has no line of machinery with more logical reasons for purchasing than these grain cleaners. Weeds cause enormous losses to farmers each year; with a mill they can keep the strong fighting seed right on the farm. In those days of economy, everything of food value, like screenings, should be conserved.

In this matter of grain cleaning, however, it would be better to burn the screenings rather than to use them in a way that will propagate weeds. The black screenings must be removed and destroyed, as they only reduce the nutritive value of the other screenings comprising bigger seeds. They are the most potent factor with regard to the spread of weeds on our Western farms.

Tractors and Food Production

In a recent address, H. L. Horning, of the Waukesha Motor Co. and a tractor expert, stated that if the 34,000 tractors now in use were worked more efficiently and put in 24 hours a day instead of eight hours, the annual wheat production of the United States could be increased by one hundred million bushels.

"If we had enough men we could put 70,000 tractors in service next year and increase the crop 500,000 bushels, and in 1919, with 100,000 tractors ready, we could solve the world problem, and the men that build these tractors should be given badges to show that they are serving the government," Mr. Horning said.

He expressed the belief that instead of America trying to feed the Allies entirely, she should ship as many of the necessary tractors and other farm implements as possible to them, that they may raise as much as possible of their own food. He said the government is preparing for three more years of war, but though the war should stop to-day, it would take from two to three years for conditions to get back to normal.

A 24-hour shift for tractors is being successfully carried on in Great Britain, and there is really no reason, if necessity demands, why day and night plowing should not be common. One man with a tractor, running at an average rate of 2⅛ miles per hour, and pulling a three-bottom gang, can easily turn over ten acres in a ten-hour day. In the same time one man with a 16-inch sulky plow and three horses can scarcely plow three acres in the same period. The tractor does not need to stop at nightfall. With a relief operator and a headlight, it can keep right on working, for it has no muscles to tire and no stomach to feed.

Drill Tests and Yields

A series of tests were held by a U.S. experiment station as regards seeding with four and eight-inch drills. In the fall of 1915 a wheat test was seeded with the two drills. Two rates of seeding were used, 6.5 pecks and 4.5 pecks per acre. At the larger rate of seeding the 4-inch drilling led slightly. At the lower rate the 8-inch drilling led by a slight margin. The average yield for the 8-inch drilling was 28.71 bushels, for the 4-inch, 28.37 bushels. The tests, it is stated, have not been so far carried on long enough to give an authoritative answer to the question which method of drilling is more profitable.

Large Tractor Sales

Reports from Alberta newspapers indicate that over two hundred tractors were sold in the Lethbridge district this spring, also that only three of these machines were of Canadian manufacture. One paper states that "one farmer out of every 25 in southern Alberta would use a tractor if he could get it." According to their political leanings, the Alberta newspapers lambasted or defended the import duty on tractors, which, stated the Free Trade organs, mulcted the Alberta farmers $60,000 duty on the tractors sold in Lethbridge alone. As one paper says editorially: "The machinery dealers must pay the duty to get the machines; the farmers must pay the machinery dealers and add this to the cost of production of the crop; the public must pay the farmer every time it buys a loaf of bread." Politics aside, these reports show the enormous demand for light tractors throughout the Canadian West.

HEIDER TRACTORS HAVE A RECORD OF 9 YEARS' SERVICE

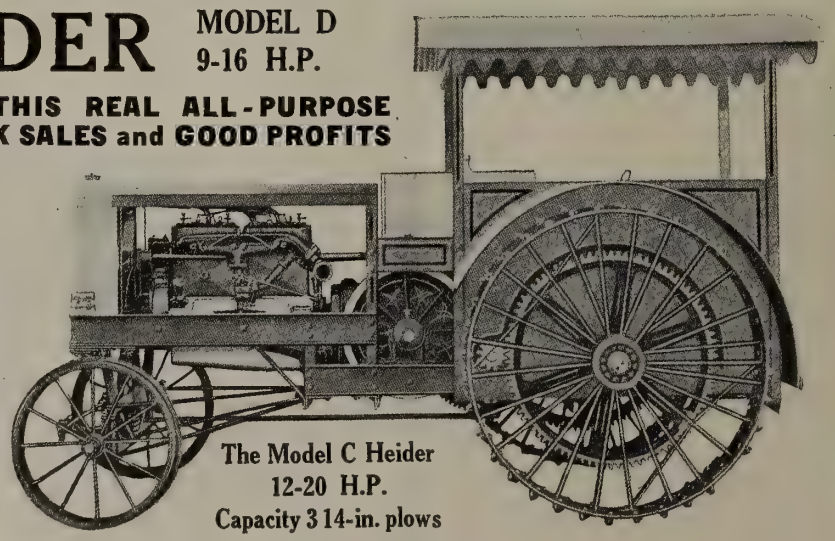
MODEL C 12-20 H.P. **HEIDER** MODEL D 9-16 H.P.

GET THE AGENCY FOR THIS REAL ALL-PURPOSE TRACTOR. IT MEANS QUICK SALES and GOOD PROFITS

7 SPEEDS FORWARD
SPEEDS REVERSE

Use Kerosene or Gasoline

Sell a tractor that has shown its ability to stand up under years of actual field service. The Heider 12-20 h.p. handles 3 14-in. plows, and the 9-16 h.p. 2 14-in. plows. For belt work the best tractors built—a right speed for every job. Four wheels; 4-cyl. Waukesha motor; friction transmission—no gears to strip. We are distributors for Manitoba, Saskatchewan and practically all of Alberta. Ask for full particulars.



The Model C Heider
12-20 H.P.
Capacity 3 14-in. plows

"Waterloo Champion" Separators Make Money for Agents

Our separators are grain, time and money savers. Handle any kind of grain perfectly, regardless of conditions. Quiet running, easily adjusted, well balanced. Built in sizes to meet the needs of your customers. We guarantee every part to give entire satisfaction. They bring profits and prestige to the dealer selling them.

WE ALSO HANDLE THE FAMOUS ROCK ISLAND TRACTOR PLOWS, IN 2, 3 OR 4 BOTTOMS

DEALERS: See the Heider Tractors operate at Brandon Plowing Demonstration. Make the "Waterloo" tent your headquarters. We'll be glad to see you.

WRITE TO-DAY FOR AGENCY OFFER ON HEIDER TRACTORS, ROCK ISLAND PLOWS AND "WATERLOO CHAMPION" SEPARATORS

The Waterloo Manufacturing Co., Limited
PORTAGE LA PRAIRIE, MAN.

The Dealer's Duty

Cyrus H. McCormick, president of the International Harvester Company, in addressing an appeal to the thirty thousand dealers handling the lines of the company, says:

"A special responsibility rests upon our organization. We come in daily and close contact with the food producing forces of the country—in fact, we are a part of these forces. Our first obligation is to give the farmers the best and promptest service in supplying needed repairs and expert assistance, and to aid them in raising more crops of better quality and with less waste. For years the company, through its agricultural extension department, has been preaching the gospel of more intensive and intelligent agriculture. Every International Harvester man should now carry this information to his community and co-operate with organizations and movements which seek to enlarge the crop area and production of North America."

An Epistle From Paul

In an article in the Lethbridge Herald, Paul D. Brown effervesces on what organization can do for the farmer. He, however, says: "Yet the farmer is the hardest man living to talk organization to." Paul is quite right; the farmer will benefit by organization, and so will any form of effort. The trouble is that organization may go too far. However, that is another story. Mr. Brown says in part:

"Enough money has been lost this last winter by farmers gambling in their own grain at the grain exchanges to build and equip a co-operative implement factory that could deliver to the farmer his farm implements at cost of production.

"Stop and think, Mr. Farmer. Would it not be a profit to you if you were so organized that you could say, 'I want $1.80 for my wheat this year,' and get it? If you could tell the dealer what implements and binders were worth, and pay him accordingly?"

How, may we ask, can organized agriculture say what implements are worth? They refuse, in very great part, to understand that the very necessary advances in the price of farm machinery are solely due to the increased cost of iron, steel and labor. They blame the dealer for prices over which he has had no control. Incidentally, some of these farmers are not saying, "We want $1.80 for our wheat." They are saying, "I'll not sell till she hits $4.50 a bushel." This while the cost of living is wearing bald the bean of many a paterfamilias.

Profit From Potatoes

Figures from an Eastern experimental station show the profit per acre on potato growing. At this centre an acre was planted to Irish Cobbler and Empire State varieties. Seed, cultural and harvesting operations cost in all $67.93. Eighty barrels, of 165 pounds each, of marketable potatoes were obtained and sold at $1.75 per barrel, a profit over production cost of 90 cents a barrel Seven barrels of culls sold for $3.50, giving a total profit for the acre of $75.50. Potatoes seem to be a worth while crop at that figure. At this station the depreciation of potato machinery is figured at 25 per cent per year, which seems rather high if care is given to storing the machinery between seasons.

There is profit in pushing washing machines.

There are many good reasons why the use of

DUNLOP
THRESHER
BELTS

"PRAIRIE" & "RELIANCE"

is quite general throughout every threshing community.

Threshermen realize that Rubber Belts surpass any other kind for the work they have to do, and

That Dunlop Thresher Rubber Belts embody all the good qualities of an Ideal Rubber Belt.

Dunlop Thresher Belts are made

By Expert Workmen
In a Uniform Way
From the Best Materials

Wherein lies the secret of

SERVICE, QUALITY AND SATISFACTION

Ask our nearest Branch for a sample of either Belt or both.

Dunlop Canvas Thresher Belts and Dunlop Agricultural Hose are conspicuously upholding the reputation of the "Two Hands'" Line of Rubber-made Goods.

Dunlop Tire & Rubber Goods Co., Limited
Head Offices and Factories: TORONTO

BRANCHES:
Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.

WINNIPEG BRANCH: CANADA BLOCK, 354 DONALD STREET
REGINA BRANCH: BANNER BLDG., 1769 CORNWALL STREET
SASKATOON BRANCH: 311 TWENTIETH STREET, EAST

Harvest Repairs

If at all possible, try by some means or other to get your customers to look over their harvesting machinery early and to bring you a list of the worn, broken or missing parts so that you can get their repair requirements early. When repairs are left to the last moment there is usually delay which often leads to loss. The farmer may blame the dealer, while he could as well have ordered the part, or parts, two months ahead.

By getting your customers to order repairs early, you will save telephone, telegraph and express charges, to which the customer so often objects, and which you cannot afford to pay if you are to have any profit on the order. Beyond this elimination of complaint, due to charges or slow delivery, you enable your customer to drive into the field with a machine that he knows is ready to work. Last minute orders are the curse of repair service for the dealer.

The Supply Situation

The entry of the United States into the war has had a prodigious effect upon iron, steel and metal prices generally, and also upon the hardwood market. The demand for raw material for military and naval supplies elicits the estimate that the U.S. Government will require practically one and a half million tons of steel before the end of this year. U. S. railroads are placing rail orders for delivery as far ahead as the first half of 1919. Russia has placed heavy orders for cars and locomotives, and latest reports show that the tremendous volume of bookings and the promised government tonnages still to come to mills, make higher prices inevitable.

Reports from the steel centres show that so far the large government orders have not resulted in the side tracking of imperative orders for ordinary customers, such as the implement factories, but there is no doubt that some consumers will be disappointed as summer advances and the government program in the United States develops. The unfilled tonnage of the U.S. Steel Corporation on April 30 last was 12,183,083 tons.

An enormous demand for hardwoods is evident, the U. S. Government having placed orders for 50,000 carloads of wagon stock, and the Studebaker Corporation orders for 30,000 carloads. All hardwoods, especially oak and hickory, will be in huge demand for the manufacture of artillery wheels, limbers, transport wagons, etc. This demand will, without doubt, have an effect on the supply, price and quality of the hardwoods used by the implement trade in Canada. Already hickory of good quality is very hard to procure.

Comparing binder prices in Western Canada with what they were in 1914, the advance in price is around 14 per cent. That this advance will be increased in the future seems evident. Regardless of what the crop will be, it will be policy for the dealer to urge his customers to buy binders this year, for the prices will beyond doubt be much higher in 1918. Whatever contracts he holds, the dealer should base the selling price of his binders on current prices rather than on his contract figure. The farmer conducts his business on that basis and so should the dealer. Not only in this line, but in every line, the supply situation is such that ordering ahead will be the only safe policy for the dealer so that he may protect himself and his trade.

Keeping in Touch with Conditions

Beyond the visits of the salesman, some dealers are in the way of writing fully to the concerns from which they buy whenever they are puzzled about any buying problem. This is a satisfactory method, in its way, for the sales department of the manufacturing or distributing concern is nearly always in close touch with conditions. It is usually pleased to advise the dealer and to supply him in a frank spirit with the information which he desires. Correspondence of this kind is effective so far as it goes, but nearly all buyers of machinery in their experiences testify to the importance of visiting the supply house in person and getting first hand information. When at all possible, it is advisable for the dealer to pay the jobber or branch house a visit, and in the end he will find that this procedure is more satisfactory than is correspondence on the question of buying problems.

Leading to Success

Every business man should read a lot, think a lot, and work a lot. If he thinks and thinks and keeps on thinking, then follows it up with work, he cannot help but succeed. But he must think about people as well as things. He must understand human nature. And the best way to understand human nature is to be friendly toward people. Everyone has some good in him and the man that has that attitude toward people will find their good qualities, and it's those qualities he wants to use in his business.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

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F. D. BLAKELY, Manager — A. A. THOMSON, Editor

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CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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WINNIPEG, CANADA, JUNE, 1917.

Co-operative Stores in the U.S.

The U.S. Department of Agriculture recently conducted an investigation of the co-operative stores as carried on in rural districts in that country. In a report on the subject, it is indicated that these stores were most successful when situated in a community made up of people of one nationality, or engaged in one line of work. In every case where branch stores had been started, they proved unsatisfactory and were a drain on the parent association.

It was found that the greatest defect in carrying on such businesses was that it was very hard to get a manager who, like the head of the average retail business, was required to be head salesman, buyer and book-keeper. Men combining efficiency in these lines were usually in business for themselves, and if not they would not accept the salary that co-operative societies were willing to pay.

Out of sixty stores investigated, 37 reported that interest was paid on the capital stock, the average share value being $10. The practice of allowing members to pay for stock on the installment plan or by personal note was found to be the cause of much difficulty.

As regards effecting a saving for their patrons and members, only 11 out of the 60 representative stores examined, showed a net profit of 5 per cent or over.

As to buying it was found that co-operative stores are practically on a par with the private business, only a few stores making the claim that they were discriminated against. In these cases it was asserted that they were compelled to pay higher prices and were not given the usual credit privileges. This was explained by credit men to be due to unsatisfactory credit ratings.

The average yearly sales per store were approximately $88,000, ranging from $7,500 to $623,703. The percentage of expense to sales ranged from 7 to 17 per cent, and the percentage of gross profit from 10 to 24 per cent.

In connection with the accounting and auditing systems in vogue in the stores, the findings show that faulty business practice, including the system of records, is one of the chief causes of failure. Inability of the managers, and the lack of trained accountancy, coupled with a lack of the associations' realizing the value of proper records were evident. Nearly fifty per cent of the stores had no adequate record of what they were doing in a business way. The balance-sheets

showed that the average resources exceeded the average liabilities, but this satisfactory financial condition was more apparent than real. Many items were listed as resources which the association could not convert—especially members' notes, long overdue, and accounts receivable which in any other business would be accounted bad debts. Old and shop-worn stock was given full value in almost every financial statement.

The government report sums up in the statement that while the majority of such co-operative stores in the United States are unsuccessful in reducing the cost of living by effecting a saving to members, they have benefited the community in a great many cases by stimulating competition. The following factors were stated to be essentials if such a system of stores was to succeed: (1) leadership; (2) capable management; (3) favorable environment; (4) adequate legal safeguards.

Benefits from Association

It can be taken for granted that every dealer realizes, or should realize, the benefits that follow organization in the retail implement trade. Some dealers, however, refuse to line up or co-operate with their provincial organization — because they claim that their customers consider dealers' associations as detrimental to the interests of the farmer. They claim that the farmers think dealers' associations are simply price-fixing leagues—and so on.

Even if farmers do make such assertions—which we doubt, for they generally are strong for organization — who in the end benefits by an implement dealers' association? If an association can raise its voice to help keep down freight rates, the farmer benefits. If an association prevails upon makers to provide a more liberal warranty on goods, the farmer benefits. If concessions in the matter of replacing defective parts are secured, the farmer benefits. If associated dealers assist in building up their community, carry better stocks and give better service, the farmer assuredly benefits from the results. The records of the dealers' associations in the United States, comprising over seventy thousand members, show that much of the association work has been purely unselfish and with an end in view of benefitting the customer. The strenuous fight raised by the dealers' associations in that country against the sisal fibre trust is a case in point. Yet dealers could have sold the twine just as easily had they sat back and said nothing. Dealers' organizations, in raising the standard of the business and in improving conditions in the trade, are certainly working to the best interests of their customers and for no other reason.

Why Not Sell Fire Extinguishers?

Returns from the Saskatchewan Government show that the total fire loss in that province during 1916 was $1,588,191. Fire companies paid claims approximating $875,000. Fifteen deaths resulted through fires; 178 barns, 488 dwellings, 31 elevators, 72 stores and 22 warehouses are among the list of buildings destroyed.

It would seem evident that, not only in Saskatchewan but all over the prairie provinces there could be a more extensive use of fire extinguishers. A good standard extinguisher can now be sold at a reasonable price, and a woman or a child can use one with ease. Apart from the value of such appliances, a great many fires could be put out at the offset, and the farmer could be absent from home with the knowledge that some immediate means existed for his family dealing with a fire.

At small expense a fire extinguisher might be the means of saving many a farm home and farm building. The Saskatchewan Government strongly advises the use of these appliances, yet there are very few implement or hardware dealers who stock them. This would seem to be a very necessary line for the dealer to handle in any community, and few lines are more necessary, as is evident from the ever-growing annual fire loss in the rural districts of the West.

To those dealers who are not in touch with sources of supply in this line, we will be glad to give the names of concerns selling or manufacturing fire extinguishers.

A Truly Efficient Nation

It's a grand mouthful in modern business phraseology—that word "efficiency"—but for putting it into practice the Teuton takes some beating. Do you recollect that old ditty on potato skins that runs: "The skins feed the pigs, and the pigs feed you, etc."?

Reports, absolutely authentic and from German sources, show how behind the western front Germany has inaugurated corpse "rendering" factories. The Teuton dead get no soldier's grave. Cannon fodder, they are piled in batches and shipped to these factories, where the bodies are steamed, disinfected and then boiled and all the oils and fats removed. The offal, it is stated, is used for pig feed. The oils and fats, and the very essential glycerine, are used for industrial purposes by Germany. In effect, from goose-step to glycerine is the German soldier's fate.

We are not exactly weak-stomached, but it would seem that a nation that, through efficiency, desecrates its own dead, is closely akin to the conservative mind of the South Sea cannibal. Even efficiency has its limits, but not in the Teuton soul. It must have a sentimental attachment to mouth a piece of pork in Hunland these days, having the thought that parts of Karl and Hans, and possibly a tincture of Joachim went to feed the deceased pig.

To be thoroughly efficient, however, the fats from these "rendering" factories should be systematized. Then there could be a fat with Saxon flavoring, or Westphalia compound. Again you might have Bavarian, Prussian or Wurtemburg oils. Surely the card-indexed minds of the German chemists will not let such a possibility of analytical distinction escape them. A nation of kultur! And there are mothers in Germany whose sons die—to become fats, greases, oils and glycerine. Efficiency! Ye gods!

Implement Manufacturers to get Preference

The U.S. Council of National Defence has completed arrangements for supplying the manufacturers of farm machinery in that country with their requirements in iron and steel. The steel corporation has made satisfactory arrangements whereby the requirements of implement makers will be taken care of in the order in which the material is needed, as indicated by the buyer.

The Most Popular Size of Plow

An agricultural college in the United States held a census of several hundred farms where power outfits were in use to ascertain the feeling of farmers as regards the most popular size of engine plow. The returns from this enquiry back the four-furrow gang as being most popular. The choice of the farmers was as follows:

13 per cent recommend 2-plow; 29 per cent, 3-plow; 39 per cent, 4-plow; 8 per cent, 5-plow; 5 per cent, 6-plow; 6 per cent, 8-plow. No recommendations were received for larger sized plows. The majority evidently favor the light tractor.

Personal

C. O. Collier is a new harness dealer at Souris.

Walhafter & Crabtree are automobile agents at Sidewood.

D. C. Gray has rented his garage at Ceylon to H. Aldred.

F. Mies has commenced an implement business at Avonlea.

O. A. Borgen has discontinued his implement business at Briercrest.

A. McPherson is proprietor of an automobile business at Minitonas.

Weixl Bros. are owners of a new automobile repair shop at Wakaw.

Dick Murray has opened a garage and auto business at Lyleton.

A. W. Pattison, a dealer at Southey, has sold out to Chandler & Betker.

Albert Moe, the dealer at Craik, has sold out his business to W. P. Packard.

W. F. McKinley has opened a new implement warehouse at Vanguard.

F. W. Hunt & Son are erecting a new implement warehouse at Nobleford.

Walter Edwards has opened a garage and automobile agency at Hazenmore.

The Pioneer Tractor Co., Calgary, has assigned to J. B. Watson, Calgary.

Thos. Thompson, the harness dealer at Sperling, has moved to Oyen, Alberta.

J. S. Bennie is handling the Emerson and Tudhope-Anderson lines at Nemiscam.

The Canadian Automatic Churn Co., Winnipeg, has been granted a Dominion charter.

R. F. Gentles, automobile dealer at Kelliher, has rented his garage to J. Jacobsen.

F. M. Barrett, harness dealer at Rocanville, recently sold out his business to Frank Easton.

A new implement concern at Maple Creek is known as the Foresman & McElhinney Co.

J. E. Green, an implement dealer at Edmonton, has discontinued operations in that city.

John C. Sullivan is a new implement dealer at Nemiscam, where he is finding trade very good.

The Freeland Tank Co., Halbrite, manufacturers of stock and farm tanks, has been dissolved.

F. Willsey has bought the garage business at Brock formerly carried on by A. E. Ecklund.

E. W. Theobald is now operating an implement and automobile business at Spring Valley.

Davis & Kane, dealers at Hardy, have dissolved partnership in their business at that centre.

J. E. Welsh, a dealer at Expanse, has taken W. J. Welsh, a brother, into the business as a partner.

J. H. Kennedy, an implement dealer at Elm Creek, has admitted H. F. Berry as a partner in the business.

John Hodges, the implement dealer at Mortlach, has taken Fred Kahle into his business as a partner.

H. Ogard, secretary of the C. O. D. Tractor Co., Minneapolis, was a recent business visitor to Winnipeg.

Herbert Steer, the blacksmith at Walpole, has taken on an implement line in connection with his business.

John Dubick, an automobile man at Macleod, has sold out at that point, and is opening a garage at Cardston.

Sheridan Bros. & Stewart, implement dealers at Trochu, have sold out their business to the Trochu Land Co.

G. Orr, the International agent at Champion, has sold this season nearly a dozen full outfits—tractor, plow and separator.

Peter Ens, a general store and implement dealer at Blumenhof, has sold out his general store stock to the Blumenhof Trading Co.

John Reynolds, hardware and implement dealer at Seven Persons, has sold out his business at that point to a dealer named W. Bish.

Johnson & Sullivan have built a large garage and implement warehouse at Nemiskam, where they will handle automobiles and farm machinery.

Finn & McDowell, the implement firm at Expanse, has been reorganized. Mr. Finn drops out of the company, J. E. McDowell assuming full control.

John Roberts, implement dealer at Colonsay, has taken a partner into his business at that point. The name of the firm now reads "Roberts & Johnston."

Fred Phillips, formerly a collector for the International Harvester Company in the Grassy Lake district, has opened a hardware business at Foremost.

The Hart-Parr Company, Charles City, Iowa, announces the election of W. R. Dray as general manager and the appointment of H. C. Merritt as sales manager.

D. Ulrick has taken an automobile agency at Champion, and in the same town J. Harper has intalled an electric lighting plant in his machine shop and garage.

G. L. Avery, a member of the Avery Co., Peoria, Ill., has purchased a three-section farm near Barons, Alta., on which two tractor outfits were at work during spring.

The Ideal Fence Co., Winnipeg, are erecting fifty miles of fencing on contract for the C.P.R. in the Van Horne Colony, Alberta. This fencing is for farms for returned soldiers.

We had the pleasure of a visit the other day from Bert Conway, the machine distributor at Regina. Mr. Conway reports business as excellent, and buggy business thriving.

L. C. Scott, manager of the Sharples Separator Co., Regina, reports that business is excellent and the Western branch busy supplying suction-feed machines to the trade.

Oxley & Low, implement dealers at Cardston, are reported to have done a big buggy business recently. Madden & Ferguson are a new firm of automobile dealers in Cardston.

The late Sir L. M. Jones, former head of the Massey-Harris Company, left estate valued at $1,143,000, which is divided between Lady Jones and her daughter, Mrs. T. Crawford Brown.

A. L. Mosen has bought out the implement business at Mitchelton formerly carried on by Hart Herbert. Two new garages are in evidence in Mitchelton, owned by D. E. McKinnon and F. W. Shaver.

Thorson & Carson, implement dealers at Gravelbourg, have dissolved partnership, J. Thorson continues. In the same town two new machine shops have opened, owned by W. Des Jardins and Huell & Michand.

F. L. Carnall, traveling auditor for the International Harvester Co., Chicago, was a recent visitor to the Winnipeg branch of the company. Mr. Carnall visited the branches of the organization throughout the Canadian West.

C. G. Howell, advertising manager for the J. I. Case Plow Works, Racine, Wis., is at Fort Sheridan, having enlisted for service in the officers' reserve corps. B. M. Pettit will succeed him as advertising manager.

C. L. Kiser, formerly manager at Weyburn, Sask., for the J. I. Case T. M. Co., has been appointed manager of the company's branch at Amarillo, Texas, where he will succeed C. T. Bishop, transferred to Denver, Colorado.

J. N. Shenstone, vice-president of the Massey-Harris Co., Toronto, has been elected president of the Johnston Harvester Co., Batavia, N.Y. The Johnston organization produce the Massey-Harris binder in the United States.

J. Abrams, sales manager, and J. Ulen, assistant collection manager of the Advance-Rumely Co., Laporte, Ind., were recent business visitors to Winnipeg. They also visited the Western branches of the company at Regina, Saskatoon and Calgary.

We regret to note that B. B. Clarke, the veteran editor of the American Thresherman has had to visit Rochester, Minn., to undergo medical treatment, and trust that he may soon be back at the editorial desk materially improved in health.

J. H. Beaton, general sales manager of the McLaughlin Carriage Co., with headquarters at Oshawa, was a recent business visitor to Winnipeg. Mr. Beaton has just completed a six weeks' tour of the west, during which he visited all the leading centres as far as the Pacific Coast.

J. C. Brosnahan, manager of the Brandon branch house of the International Harvester Company, was a recent visitor to Winnipeg where he attended a meeting of the Winnipeg Wholesale Implement association. Mr. Brosnahan is a past president of that organization.

David Drehmer, manager of the John Deere Plow Co., Winnipeg, recently paid a business visit to Minneapolis in the interests of his company. Mr. Drehmer has just returned from a two months' vacation in California, and feels in splendid condition for a hustling season's business.

Philip J. Syms, manager of the Swedish Cream Separator Co., Toronto, recently visited the John Watson Mfg. Co., "Viking" distributors for Manitoba. Mr. Sims, accompanied by his wife, was on a tour during which they visited San Francisco, Vancouver, Calgary, Regina and Winnipeg.

W. Schmidt, formerly representative for D. Ackland & Son in southern Saskatchewan, has gone into business with a brother. He will be succeeded in that territory by Mark Johnston, formerly traveller for the company in north Manitoba territory, which in future will be covered by W. Morrison.

E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Neb., was a visitor to Winnipeg early in May. Mr. Sawyer re-

(Continued on page 20)

THE "Acme" TILLAGE LINE

We Help You Close the Sale That's a part of "Acme" service to dealers—one of the reasons why "Acme" sales for 1915-16 were 60% above the previous season's record. We have devised and put into action a strong follow-up system that ***turns inquiries into sales.*** And, inquiries are reaching us by thousands from the four millions of farmers who are reading "Acme" advertising.

"Acme" Pulverizing Harrow

makes a perfect seedbed in all types of soils. "The coulters do the work." They crush clods, level, pulverize and turn the soil twice—all in one operation. They fill air-spaces, compact the lower soil and leave a nice dust mulch at the top. There's an "Acme" for every purpose.

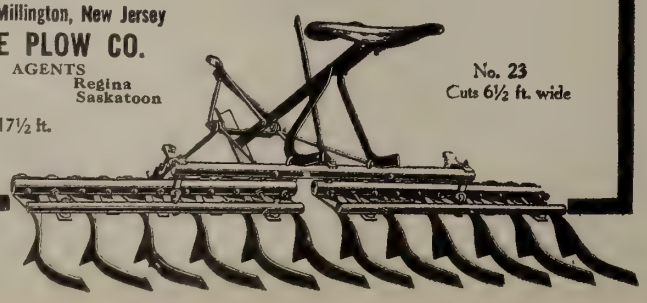
Send at once for dealer's contract.

DUANE H. NASH INC.

107 ELM STREET, Millington, New Jersey

JOHN DEERE PLOW CO.
GENERAL AGENTS
Winnipeg Regina
Calgary Saskatoon

Other Sizes 3 to 17½ ft.



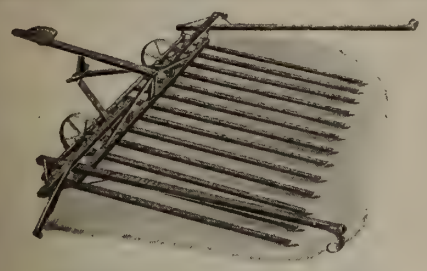
No. 23
Cuts 6½ ft. wide

"The Coulters Do the Work"

SELL THE LINE OF QUALITY

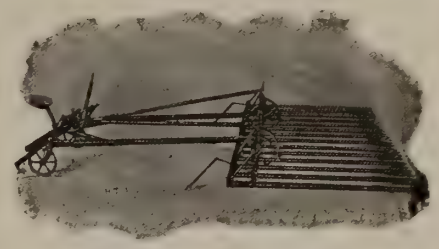
THE JOHN DEERE-DAIN Line of Hay Machinery

We have a Good Stock of the Well-Known NEW IDEA STACKERS



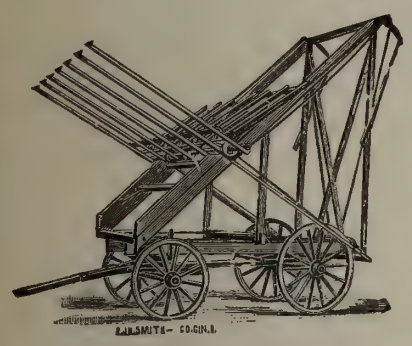
TRUSS FRAME RAKE

For general purposes, this rake has no equal. Well built, trussed frame, flexible teeth, tubular steel axle, hinged tongue that allows the horses to travel independent of the motion of the rake.



POWER LIFT RAKE

With this famous Power-Lift Rake the team raises the loaded teeth off the ground. Pressure may be applied by the hand lever if desired. An exceptionally strong, durable rake, and handy to operate.



AUTOMATIC STACKER

A high class stacker and a leader for 30 years. Notice the provision made for clamping or holding the hay in windy weather. Teeth 9 feet long, oil-finished and equipped with Dain Patented Hay Retainers.

NEW IDEA RAKE

For the farmer with a limited purse. Not high priced as prices go. Capacity 400 to 500 lbs. to the load; 12 feet wide; simple, durable and will do the work.

4-WHEEL SIDE DELIVERY RAKE

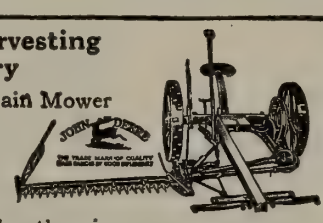
This is an all-steel rake and right up to the minute in latest idea for properly curing hay. Air-cured hay, such as made with this rake, retains a natural color, is worth more for feed and commands a higher price.

John Deere Harvesting Machinery

The John Deere -Dain Mower cuts satisfactorily even after years of use.

It has only three gears, so arranged that they hold each other in mesh, even after they start to wear. No power is lost in transmission from axle to knife, the mower runs smoothly and cuts steadily.

The John Deere Sulky Rake has a lever of absolute control. The teeth can be set for transportation and to gather only clean hay, leaving trash and manure undisturbed.



John Deere-Dain Mower

Cuts clean—cutter bar always can be kept in alignment and knives centered in the guards.

21-point clutch—instant cutting—not necessary to back up to start.

John Deere Sulky Rake

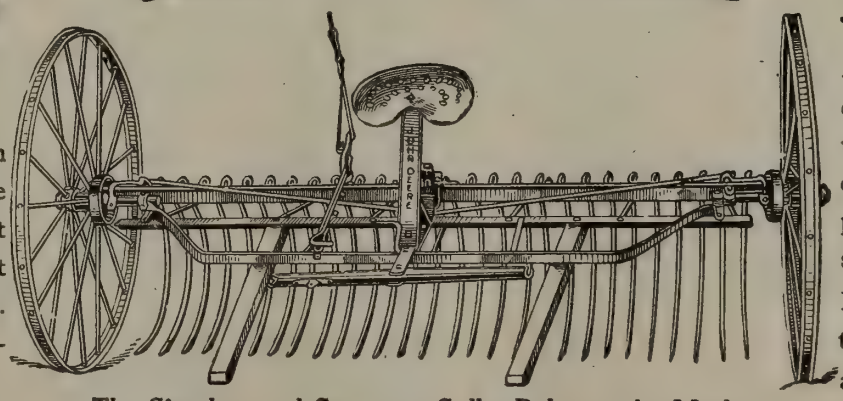
Frame with strong truss rod does not sag in center—axles arched, give wheels correct pitch to keep them running true.

Rake head turns on axle. Wheels remain in proper position when rake is dumping. Wear is reduced.

Free Catalog on Application

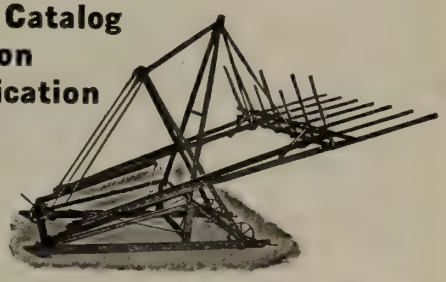
DAIN HAY LOADER

Hitch this loader to any wagon and it will rake clean and elevate the hay in the easiest and most expeditious possible way. Built of best materials. Easy to handle. Roller bearings on all main journals and caster rake wheels.



The Simplest and Strongest Sulky Rake on the Market

Free Catalog on Application



JUNIOR MOUNTED STACKER

A light, strong, durable stacker, easy to transport. In elevating the draft is the same at all points, consequently it requires less power than the ordinary overhead stacker.

Equipped with the Dain Hay Retainer—no loose hay scattered around.

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

(Continued from page 18.)

ports the Cushman factories busy, and says that the Cushman engine is being adapted to individual threshing outfits in the United States. He looks forward to a big thresher trade in the Canadian West this season.

F. E. Kenaston, president and general manager of the Minneapolis Threshing Machine Co., Hopkins, Minn., was a recent business visitor to Winnipeg. Mr. Kenaston reports business good and the factories of his company working at full pressure. The great Minneapolis line includes gasoline tractors in 15, 20 and 40 h.p., as well as a full line of steamers and separators.

We had a visit the other day from our old friend R. J. C. Stead, publicity agent for the C.P.R. at Calgary. Mr. Stead reports business conditions in Alberta good, and tractor sales heavy. A new edition of Mr. Stead's latest book, "The Homesteaders," will be off the press shortly. Have you read it? It is a real Western Canadian story, breathing the life of the prairie.

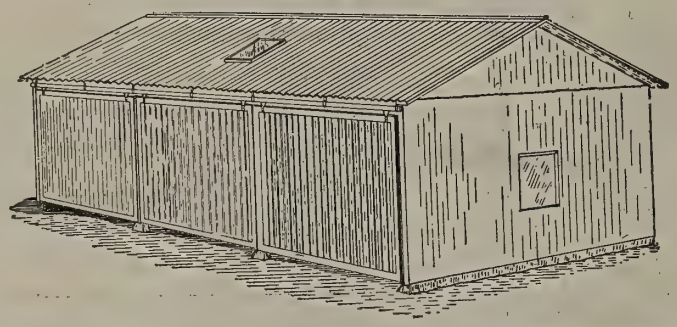
Beatty Bros., Fergus, Ont., announce the appointment to the sales staff of their Edmonton branch of A. W. Marshall, Edmonton, and D. F. McQuire, of Kelowna, B.C. Mr. Marshall will cover central Alberta for the Beatty organization, while Mr. McQuire will cover the central B.C. territory, commencing at Hope on the west and working through to the mountains.

We recently had a visit from W. N. Robinson, Western Canadian sales manager for the Empire Separator Co. of Canada. Mr. Robinson's headquarters are at Montreal. He will proceed through Western territory to the coast, arranging for the distribution of the Empire cream separators, gas engines and milking machines. It is Mr. Robinson's conviction that the milking machine business in Western Canada, owing to help shortage, will be a large feature in the future business of dealers.

"SAFETY FIRST" ON THE FARM

Protect your Machinery and Implements from fire and weather in one of our

READY MADE BUILDINGS



Manufactured in various styles and sizes suitable for farm conveniences. Write for Booklet and Prices to

The Metal Shingle and Siding Company, Ltd.

SASKATOON WINNIPEG CALGARY

In the Steel Market

There is no possibility of farm machinery being reduced in price for many months to come, as is evident from a scrutiny of the steel market. The joint buying of steel, copper and other metals by the United States and other governments and the rapid development of the United States shipbuilding program, help to congest the market. While it is true that prices of steel products are abnormally high, it is also true that the cost of production is abnormally high. Coke that cost $1.75 in July, 1914, now sells at $8.00. Basic iron that sold at $13 a ton in 1914 now costs $42.00 a ton, and so on. The most serious aspect of the steel and iron situation at present is the heavy congestion of finished products at the mills due to the inability of the railroads to move stocks accumulated. Heavy tonnages of rails, plate, angles, sheet, bars, etc. are reported at many plants until the steel companies generally are embarrassed to increase output, because of the backing up of materials from storage yards. At the same time the railroads are clamoring for steel and iron for locomotive, car and rail construction. Russia has made heavy demands for railroad stock, and Canadian railroads are urgently placing orders for rails to replace the track sent to Europe.

Whatever the farmer buys this fall will be a good buy. He will purchase in a rapidly rising market, and no dealer should fail to impress upon his customers the advisability of purchasing new machinery, repairs and replacements, for what future prices may be is hard indeed to say. No farmer or dealer need think that a policy of waiting will show lower prices. Higher still will be the rule.

Materials Used in Vehicle Tops

In considering the materials used in the production of vehicle tops, we first have the expensive leathers known as landau, cabriolet, laundelet, pebble grain leathers. These leathers were formerly used on fine buggy tops, but not at the present time. All such leathers are hand-buffed, consequently are very costly and only used on the highest grade automobiles. Next to the fine leathers come machine-buffed leathers and leather substitutes, which are made of various kinds of canvas and drills, coated on one side and finished to imitate all kinds of hide leather. The cheapest type of materials are gum goods, which are used to cover low-grade tops.

Hand-buffed leathers have, of course, the preference where price is no object, but the less expensive materials have good qualities. Machine-buffed leathers usually are substituted for the hand-buffed stock, and partly resemble the higher grade goods, but are lacking in durability and are subject to shrinkage.

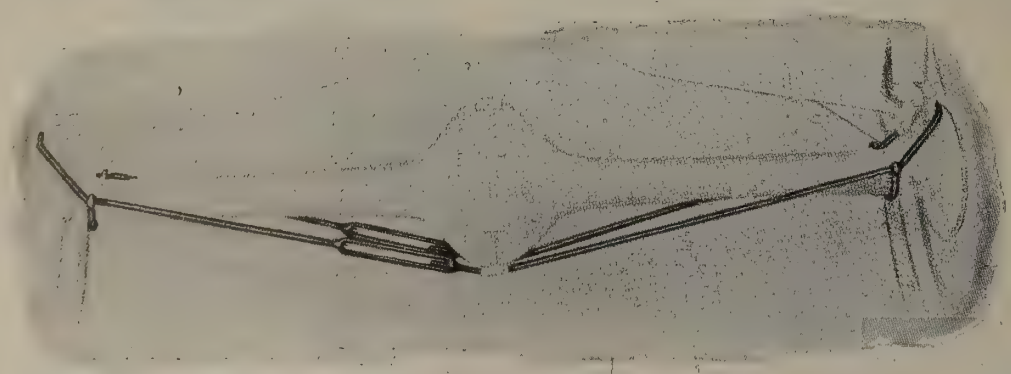
Cheaper tops are made of duck, canvas or gum drills. From such materials the dealer cannot expect the beauty or durability of the more expensive lines. Duck canvas when painted is liable to crack. It also has a tendency to become dull and lose the original color. Since a top covered with gum drill gives more wear and use compared with its cost than any other material, it is preferable to either duck or the cheaper grades of leather.

A Wagon Box Hoist

A simple hoisting device has been produced which obviates the heavy lifting that attends the work of changing a wagon box. Four pulleys are attached to the rafters of the barn or implement shed. A rope passes over these and beneath the fore part of the box, the free ends being drawn across the back pair of pulleys and dropped at the rear of the box. A wooden frame on which is mounted a crank turned shaft is slipped below the rear end of the box and fastened in position by metal hooks over the top edges of the side boards. The loose ends of the rope are attached to the shaft, and by turning the crank handle a boy can easily lift the wagon box to any desired height.

A sharp advance in price, of course, is one that hurts.

YOU CAN SELL IT TO EVERY FORD OWNER!



Retails at $2.50

Very Liberal Discount to Dealers

Get a Stock. Watch 'em Sell!

THE CHRISTIANSEN TRUSS ROD SAVES THE GEARS

A boltless, neverslip axle truss. Fitted in a minute; no bolts or clamps. Takes off all vibration; prevents axle sagging and saves gears. Draws up tight and stays tight. Note the support and how strain is applied. Manufactured by

ASK ABOUT THE CHRISTIANSEN AGENCY

We Manufacture: Plow Packet and Harrow Attachments, Boss and Diamond Harrows, Engine Harrows, Weeder Harrows. Our plow attachments have absolutely no side draft; over 20,000 in use.

Christiansen Harrow Works

331 AUSTIN STREET WINNIPEG, MAN.

The Evolution of Tractor Implements

Primarily a plowing machine, the evolution of the tractor has brought into existence a new class of plows. Of heavier construction, they were built purely for tractor use and have no relation to the horse-drawn plow.

This development arouses the probability that the tractor may bring about similar changes in other farm draft and belt-driven machines. The disc and spring tooth harrow, the peg tooth harrow and pulverizer and roller are all parts of farm equipment related to the tractor. Used right behind the plow, these machines enable the farmer to get his soil into condition quickly, easily and economically. Any of them can be hitched behind the plow without the use of special hitches.

In the ultimate, if special machines and special hitches are necessary for a machine which is to be tractor drawn, then that machine loses its connection with the horse and becomes a tractor implement. To be related to both horse and tractor, it must be so designed that it may be drawn by either type of power.

Most of the machines mentioned, in smaller sizes, can be handled by two, three or four horses. To hitch them alone behind a tractor with a power equal to eight or twelve horses means a waste of power.

Harrows, manure spreaders, mowers, drills, binders and machines of this sort, commonly drawn by two or three horses, could be re-designed by the manufacturers and made in larger units. If each of these had capacities three or four times what they at present have, they would probably bear a closer relation to the tractor.

This could be done, but would mean a great change in all these machines to get the proper relation of them to all the tractors now manufactured. The machines, however, would lose all of their relative value to the horses on the farm, and would also increase the machinery cost per farm.

The Tractor Dealer

If there is in years to come any reorganization of tractor retailing, the first unit to take part in the business should be the implement dealer. He should not lose a connection with this business through neglect or unsatisfactory results in the sale of heavy outfits. There are in the world plenty of young men with enough capital, vision and energy to enter the tractor field. The automobile game has bred hundreds of them, in fact, any man who has ever sold automobiles will swear that selling tractors is a cinch. Let such men enter the business, and they will gradually merge into the implement business, for they will not only sell tractors but tractor-drawn implements.

It would seem necessary that the dealer hold onto this line of business. He should specialize in tractor information and should have first hand information on the types on the market. The farmer looks upon the tractor from a practical standpoint. He wants to know certain things, and the dealer must be in a position to give him full details regarding them. He wants to know the cost of operation of the machine you sell—that is the consumption of fuel per acre. He wants to know how many plows it will pull and its adaptability for belt work. Ease of operation and simplicity of design interest him. He does not want to pay repair bills that could be avoided. Can he or his young son run the machine without any expert assistance?—that point he wants to know. Above all, he wants a durable and dependable machine, preferably running on cheap fuel. These are, broadly speaking, the fundamental "wants" of the farmer in tractor knowledge, and with a little study the dealer can line up his sales arguments on these points so as to present them in an interesting and convincing manner.

"To the retail dealer belongs the retail trade," certainly, but he has to pay for it with service.

A Gradual Development

While all grain farming may be a gamble, the experience of many dairymen has proved that it is not good business to depend entirely upon stock. The better way in general is for the dairyman to raise his own stock and improve the herd by breeding the best heifers to pure bred sires, selecting the best cows and disposing of the ordinary stuff. It is better to grow into the dairy business than to go into it.

"HANDY" LONDON CONCRETE MIXER

Capacity 40 cubic yards per day. Price complete with gasoline engine $225. Pays for itself in 15 days' use. Built to last a lifetime. Send for catalog No. 1 K.

Agents wanted in all Unoccupied Territory

LONDON CONCRETE MACHINERY CO.
Dept. K, LONDON, ONTARIO.
World's Largest Manufacturers of Concrete Machinery.

They Fight the War on the Farm

FORTY thousand Western Canadian farmers are reading our advertisements. They are all talking Happy Farmer Tractors. It is up to You, Mr. Dealer, to push tractor sales in your territory, so as to increase agricultural production despite the shortage of farm help. Farmers realize that the light tractor is the one economical way to increase their crop acreage.

FOOD PRODUCTION FOR THE EMPIRE DEMANDS

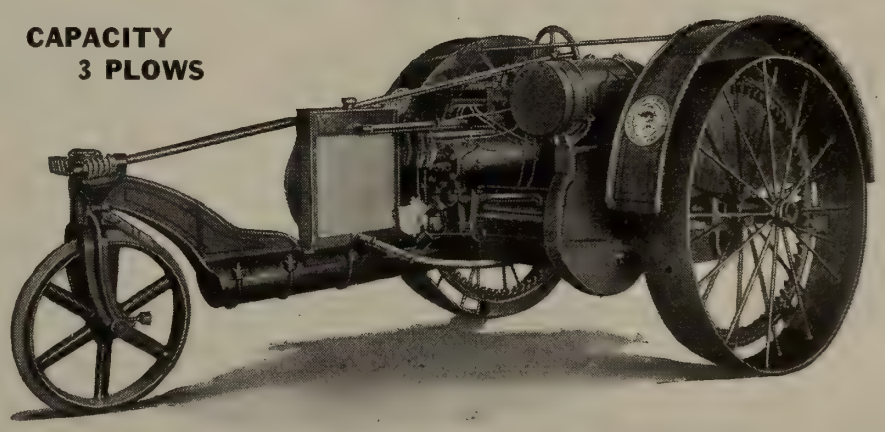
8-16 H.P. $1050 F.O.B. Winnipeg 5% DISCOUNT FOR SPOT CASH

Happy Farmer Tractors

12-24 H.P. $1425 F.O.B. Winnipeg 5% DISCOUNT FOR SPOT CASH

CAPACITY 3 PLOWS

MODEL "A" 8-16 H.P. Capacity Two Plows Drawbar Pull 1500 Lbs.



MODEL "B" 12-24 H.P. Capacity Three Plows Drawbar Pull 2000 Lbs.

Built Right—Priced Right—Sell Easily—Stay Sold

See them at Brandon Tractor Demonstration, July 17-19

The Model "B," 12-24 h.p., capacity 3-plows, has the most perfect Kerosene burning engine ever designed. Weight, 3,700 lbs. Twin cyl. horizontal 4-cycle motor, specially designed for low-grade fuels. This tractor turns a square corner right or left. HYATT ROLLER BEARINGS THROUGHOUT. Absolute freedom from continuous oiling, and easy frictionless motion in operation. Automatic steering; double drive on two 56-in. gear wheels. Every Farmer can afford one—every live Dealer can sell Happy Farmer Tractors.

We also handle Huber Separators and Power Lift Disc and Moldboard Engine Plows. Are we represented in your District? If not, write at once.

J. D. ADSHEAD CO. LIMITED

References: Bank of Montreal

225 Curry Block (OPPOSITE POST OFFICE) Winnipeg, Man.

Concentration in Engine Business

In the engine business the dealer who sells a complete line is in the most enviable position. He has a unity in sales effort, has only one line to stock, one line to study and one line to talk. In his territory he has but one line of engines producing satisfaction for him.

Many men have tried to find one engine and to stick to it. Then some salesman comes along, possibly with a cheaper engine, and offers the dealer a special price. It is a bargain, and looks good to the dealer. He takes his cash discounts on the order and about pays for the freight by so doing. He sells them, and arrives at the conclusion that the one line idea in engine selling is the wrong line of progression.

Does such a dealer consider the expense of selling a new engine, a strange engine, every few months? How about building up a larger trade, a trade that comes to you from your old customers? How about the man to whom you sold an engine three years ago that you do not now handle?

By putting different makes of engines in the territory, the dealer is simply boosting the game for some one else, and that some one else is bound to get the line some day and reap the harvest from your work, because the engine manufacturers are after exclusive agents.

Handle the complete line of varied sizes, both vertical and horizontal, and educate your community to it.

Don't talk one size of one kind of an engine to a customer, and when he says he wants some other size, switch to some other make because they don't have that size.

While you may do a fairly good engine business by selling one make and dropping it for another, it is certain that this idea does not build up a gas engine trade. The best business-builder, we must never forget, is a successful engine in the hands of satisfied customers.

Some dealers are prone to expect too much assistance in the matter of engine sales. They expect the factory or supply sort to do too much. There is no doubt that the factory man can give a deal of valuable information to the dealer, provided he is the right type of expert. Yet some engine salesmen are sadly lacking in this expert stuff. Their talk is too general; they evade technical points, possibly because they do not have the necessary knowledge to elucidate them. A proper expert ought to be able to give the dealer good points as to how the engine is manufactured, what care is taken to see that everything is right, how it should be attended to to ensure efficient operation, and so on.

Yet when a dealer sells engines and asks for expert help too often the practice becomes wasteful. These trips cost the factory money. The dealers must pay for the expense, and must, in turn, collect it from the engine user. Where the expense gets to be over a certain per cent with the engine manufacturer, it becomes a question of whether or not that dealer's business is profitable.

Again, the dealer may think, when he actually requires an expert, that the supply source is very slow at sending a man. On the other hand, the manufacturer or wholesaler may be doing their best to locate a man to send, knowing that either the farmer or dealer may locate the trouble before he gets there, leading to useless expense.

In the matter of expert assistance, it would seem wisdom for the dealer to handle a line of engines which in reputation and quality have proven their value, a line that once sold gave little cause for complaint. Even so, it is well for every man who sells engines to make it a point, by reading and practical observation, and by personal application, to learn as much about internal combustion engines in general as possible, and about the engine he sells in particular.

Yet Automobiles Sell

The president of a company producing a line of automobiles which are largely sold in the Canadian West says that the dealers of the company, from January 1 to May 1, 1917 booked more retail orders than the total sales of the company for any previous twelve months. This condition is doubtless duplicated in many other lines of cars. If such are conditions obtaining in the automobile business, there should be little trouble for the dealer who wishes to do so to get satisfactory settlement for the farm machinery he sells. Assuming that a large percentage of the automobiles made and sold are "luxuries," the condition of the raw material market arouses the thought that, sooner or later, the output of one of two lines must suffer—we must have fewer cars and more implements, or vice versa! In short, after 2½ years of war, Canada is buying 100,000 new automobiles, almost five times as many as were purchased in 1914.

Improvement an Ideal

There is not one single detail in the retail implement business to-day but can be improved by thinking we have not reached perfection in any line. Improvement means increased success, and improvement is the result of thought. The great trouble in the implement business to-day is that most of us are so busy doing a variety of things that we have not time to get a real grip of any one thing.

Keep the warehouse tidy.

ARE YOU INTERESTED?
IN
An Independent Source of Supply
FOR
BINDER AND MOWER REPAIRS
AND FITTED PLOWSHARES
CRESCENT PLOWSHARES—STUBBLE OR BREAKER
FINISHED COULTERS AND BLADES
BINDER AND MOWER KNIVES AND SECTIONS
BINDER REEL ARMS FANS PITMANS CANVAS SLATS
BINDER CANVASSES CHAIN BELTING, ETC.
BINDER AND MOWER TONGUES RIDING PLOW POLES
ASK US FOR IMPLEMENT REPAIR CATALOGUE NO. 4
The Best Place
D. Ackland & Son, Limited
Calgary Edmonton
TRADE A&S LTD. MARK
65-68 Higgins Ave. Winnipeg
The Best Goods

Harness as a Side Line

It is a peculiar fact that so much of the harness trade has gravitated from the implement and vehicle dealer to the hardware man. The harness shop does little in this line of goods, and so far as the vehicle dealer goes it has been largely neglected.

Yet the direct selling concerns are steadily selling harness to Western communities. Farmers continually appear in town sporting new harness, certainly never purchased from the local stores. This is possibly largely because the harness trade has been, to some extent, neglected.

In various sections of the West vehicle dealers have taken on harness lines and have done a good business locally. The bulk of the harness now sold is machine made, and the dealer can sell it just as well as the harness expert. It is surely logical to expect that the man who sells a wagon or buggy should also sell the harness with which the horses are hitched to the rig. The up-to-date dealer is usually in a position to know when the farmer adds teams to his farm; and it is safe to say that when a new buggy is bought there is a great inducement for a new set of harness.

Harness is not merely a collection of leather straps to fit portions of the anatomy of the horse. There is more in the line than that. A high-grade set of harness is a thing carefully designed and carefully constructed. The firms who produce harness have usually been at the business for years; they will not risk their reputation by producing goods that may break at a critical moment. Even allowing that a dealer handles all styles of team and buggy harness, it is a good policy to feature the sale of a few leaders. These may be a special high-grade line of team harness, or a set for single buggy use. These leaders can be pushed and given prominence by display and advertising.

It cannot be gainsaid that harness is a line that readily lends itself to display in the store. While the average dealer seldom uses a model horse for showing his goods, he can fit up a very attractive show stand, while his window space can be nicely filled. The harness should be kept well forward in the store where it can be seen and inspected.

Despite the growth of automobile sales there is always a good demand for the sale of saddles. In the line of leather goods a number of saddles of different styles and grades will prove to be a profitable stock to carry. The saddle may be regarded, in the West, as a line that will always sell. Along with harness lines there are, of course, buggy whips required, in fact, many dealers stock whips who sell no line of harness equipment. Other lines that are naturally sought for by the customer in the harness store are lap robes, horse blankets, collar pads, fly nets, harness oil, etc. Repairs and finishing mixtures are also sought for.

In fitting the horse with harness discrimination must be shown just as in the case of a man purchasing a ready-made suit. The fit of the collar and the harness must be right or lack of efficiency and discomfort to the animal by galling will result. In pushing the sale of this line the dealer should certainly advertise the fact that he handles harness. Illustrations can be procured from manufacturers or jobbers which can be used in the local newspaper to good advantage. Circulars can be sent out to the prospective customers in the district, and their attention drawn to the harness display when they are in the store. By judicious advertising and by carrying a good, varied stock of a harness known for quality, there is no reason why the dealer cannot keep the harness trade at home instead of letting it drift away to the distant cities. If the farmer will buy harness from a picture book, surely any man with selling ability, with the goods on hand can show him the advisability of buying high-grade harness right at home where he can see and examine the quality and fit of the goods before purchasing.

Giving the Employee a Chance

"There is no denying that a man who works with enthusiasm and interest is going to earn a lot more for his employer than the man who is indifferent and discouraged, if only the employer will give him a chance.

"I wish I could say to every employer in the country: Remember that your workmen are human beings with ambition to succeed exactly like yourself. Give them a chance in your business to serve their own self-interest in serving yours. Make them valuable to you by giving them a chance to become valuable to themselves. There is no way under the sun to get valuable employees except by giving them a chance to get ahead for themselves."—Henry Ford.

The Automobile of the Furrow!

THE WESSAX TRACTFORD

Converts your Ford Car into a guaranteed powerful tractor.

From pleasure car to tractor or vice versa quickly.

Four Horse Work at One Horse Cost

$185.00

F.O.B. Regina

HERE IS WHAT OUR CUSTOMERS SAY OF THE WESSAX TRACTFORD

"Have been doing very good work during the past week with the Wessax Tractford, pulling a 14-inch breaker and a section of harrows behind."

"Last week we pulled into town a van belonging to the Big 4 Transfer Co. Mr. B——, owner of the company, had tried to get it out of the mud with five horses, but failed. We hitched on the 'Tractford'; she gave a snort, and away came 'Mr. Van', as easily as if she were an empty wagon."

The Wessax Tractford Catechism answers all questions, both practical and technical. Send for it to-day, also Special Dealers' Offer.

WESTERN ACCESSORIES, LIMITED

HEAD OFFICE:
Moore Light Bldg., 1459 Albert St., Regina, Sask.

MANITOBA BRANCH:
494 Portage Ave., Winnipeg, Man.

Tractor Attachments for the Car

The reasons for the development of the unit for converting an automobile into a tractor are obvious. Efficient farm power is needed, and at the same time power at a low cost. The ability of the tractor to do the work of the farm faster, cheaper and better is recognized, and tractors are realized to be the solution of maintaining production with a shortage of farm help.

In the power farming field the tractor attachment has a distinct place however. It will give an enormous enlargement to the power farming field, for it has been stated that gas tractors have only proven really economical on farms of 160 acres or over. There are however thousands of farms of that size and under where the farmer can use the tractor attachment. He may not have a tractor, but he has a Ford car. And every farmer, for less than the price of a good horse, can get a unit for his Ford which, on a conservative basis, gives him a power equal to that of three or four horses.

The low cost of the tractor unit enables farmers to get it who are not in the tractor class. A horse in good condition costs more than the most expensive of these tractor attachments now on the market.

The economy of operating the Ford car with any unit attached is obvious. While the condition of the car is a factor in the efficiency of the outfit, it can always be depended upon to cost no more to operate than the horses it replaces. The average Ford owner understands his car, and if anything goes wrong can usually remedy it, while repairs in event of breakdown are quickly procurable.

One of these tractor attachments now being sold in the Canadian West is the Wessax Tractford, which is handled by Western Accessories, Ltd., Regina. This company state that their attachment can be installed or removed in a few minutes, and will do the work of three or four horses. Sold at a reasonable price, it costs nothing to keep when not working. With a final drive gear reduction, the Wessax Tractford has a speed of 2½ miles an hour for plowing, with regular power equipment. An extra point gives a speed of five miles per hour for road haulage. The engine speed of the Ford never goes above 1000 R. P. M., while, says the company, the car not only runs in high gear but can be started in high. In attaching the unit the rear wheels and fenders are removed and the unit clamped to the car. The car wheels are replaced by the driving pinion and the car is ready for the field. There should be a wide market for such an attachment in the Canadian West for the reasons stated above.

What a drab world it would be if there were no risks to run!

Huge Steel Plant for Canada

The United States Steel Corporation has decided to proceed at once to erect a Canadian plant at Ojibway, preparations for which have been under way for several years. An immediate expenditure of $9,000,000 will be made for erecting buildings and installing machinery. It is stated that a further sum of ten to fifteen millions is arranged for. This new plant, with its great facilities, will, for a start, be devoted to ship steel production. All of Canada's steel mills are glutted with orders, so that the new plant should be of great benefit for steel production. Ojibway is on the Detroit River, near Windsor, Ont.

Insurance Losses in Manitoba

Insurance companies transacting all manner of business in the Province of Manitoba last year collected $7,715,532 in premiums and paid out to beneficiaries $3,330,663. The leading premiums and losses are as follows:

Life insurance — Premiums, $3,901,059; losses, $1,278,738.

Fire — Premiums, $2,740,842; losses, $1,458,915.

Hail—Premiums, $328,005; losses, $294,834.

Accident—Premiums, $129,076; losses, $46,257.

Sickness — Premiums, $99,056; losses, $34,845.

Guarantee — Premiums, $158,442; losses, $48,263.

Trying Out Stooking Machine

W. A. Jones, manager of the Bell Automatic Shocker, Ltd., Winnipeg, accompanied by H. G. Lancashire, inventor, are at present in the southwestern states, trying out the 1917 model of the Bell Automatic Stooking machine. This machine was tried out last year in the fields and was stated to give excellent results. Mr. Lancashire informs us that the new model is improved in several points and strengthened. A new frame with special trussing has been added, and the company think that they should give even better satisfaction than the first models.

The Bell Automatic Shocker Co. are confident that they have got the correct principle for this type of machine and they will experiment until they have perfected the stooker in every respect. It is evident that a thoroughly practical stooker is a virtual necessity, and the development of the Bell machine will be followed by the implement trade with keen interest.

Ford Tractors in France

It is reported in a motor publication that the Ford Tractor, made by Henry Ford, Detroit, participated in a demonstration recently held in France. Twenty-two machines were shown, fifteen of them being of American make. The story says that the Ford representatives were unable to accept orders, as they had no guarantee of delivery; neither did they know what the price of the machine would be.

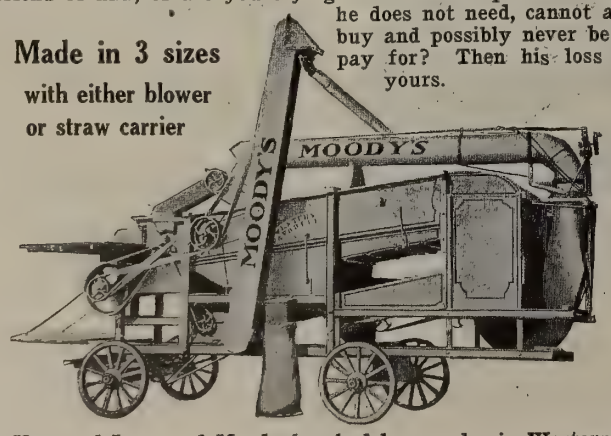
A New Road Grader

A new road grader recently designed has a plow under one side of the frame, the plow being raised or lowered at will. As this plow penetrates the road surface, it discharges dirt onto a circular carrier which lies almost level with the ground, and is rotated by the friction with the ground on a supporting wheel. The dirt is carried around the carrier and dropped off at the opposite side from the plow. In this way the machine can be used to round off the crown of a road by running the plow in the ditch and depositing the dirt higher up in the centre of the road. The machine will handle roads up to 30 feet wide.

The New Improved Moody

THE demand for small threshing outfits is increasing daily. Are you trying to give the farmer what he wants and can pay for and make a friend of him, or are you trying to load him up with a big outfit he does not need, cannot afford to buy and possibly never be able to pay for? Then his loss will be yours.

Made in 3 sizes
with either blower or straw carrier



The New and Improved Moody has had large sales in Western Canada in the last year. Our reference is a long list of satisfied customers. It is made in three sizes, equipped with either a blower or straw carrier, and sold with the New Home Engine, mounted on the same truck or separately.

WRITE FOR PRICES AND TERMS TO

The New Home Machinery Co. Ltd. Saskatoon, Sask.
General Agents for Saskatchewan and Manitoba

Francoeur Brothers - Camrose, Alta.
General Agents for Alberta and British Columbia

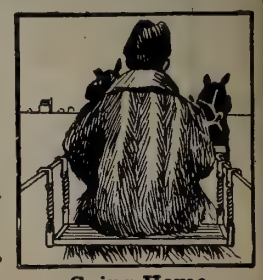
The Wagon Loaded

Comfort and Convenience

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEATS

FROM THIS

TO THIS



Going Home

Fit any wagon or sleigh box. Carry 600 Lbs. Use no box space. Strong, light, durable. Order your wagons without seats and let us quote you on the Lloyds Low-Down.

WAWANESA WAGON SEAT CO.
WAWANESA, MANITOBA.

New Binder Twine Prices

On May 16 the International Harvester Company announced its new prices on binder twine, upon which orders will be accepted until further notice. In our last issue we published prices for twine which applied to orders received prior to April 7. It will be seen that the price for future orders shows a considerable advance. The prices quoted, taking into account the base price at Chicago, would approximate at Winnipeg as follows:

Sisal or standard, 500-ft.....20
Standard manilla, 550-ft.....20½
Manilla, 600-ft. 21
Superior manilla, 650-ft.....21¾
Pure manilla, 650-ft.....22½

The usual allowances are made for large quantities, ⅛ cent on orders up to 10,000 pounds, and ¼ cent for orders from 10,000 to 20,000 lbs. As in the first schedule, the cheapest twine in the new schedule is the 650-foot mixed twine. These are the highest prices ever made in the history of the binder twine business.

Compared with the prices quoted on April 7, as applying to orders on file, the advance in price, according to twine quoted, is as follows:

Sisal and standard, advance 3⅝ cents; standard manilla, 550-ft., 3½ cents; manilla, 600-ft., 3½ cents; superior manilla, 650-ft., 3½ cents; pure manilla, 650-ft., 3½ cents.

This shows an advance on all grades averaging 3½ cents. It is evident that the dealers who ordered twine early in the spring have saved money by so doing for the new prices, as set by the harvester organization, will, it is said, govern during the remainder of the current season in the domestic trade. For the past month sisal fibre has held at 16½ cents, with receipts from January, up to the end of April 130,000 bales less than for the same period in 1916. Stocks in Yucatan are, however, larger than at this season last year. Manilla fibre is quoted at 16¾ cents, with the visible supply 22,000 bales less than a year ago.

Broken Knives in the Mower

In the mower, broken knives are usually caused by badly worn clips and wearing plates in the inside shoe. As the pitman forces the sickle out there is pressure downward on the sickle head. As the pitman draws the sickle there is a pull upward on the head. These forces cause considerable wear on the clips and on the wearing plates in the inside shoe.

When these parts have become sufficiently worn to permit play, the sickle head is flopped up and down, and this slight but continual bending of the sickle rib at the end of the sickle head reinforcement results in a break across the outside rivet hole just as one can sever a wire by continually bending it at one point.

The remedy is for the dealer to supply new wearing plates and clips for the inside shoe. In extreme cases a new sickle head may also be necessary. The reason why sickle breaking is more frequent in light cutting than in heavy work is possibly because light cutting increases the flopping of the head, since the team is travelling faster than when taking a heavy cut.

There is an old bit of advice: "If you can't lick 'em, jine 'em." Perhaps you have tried to beat the more progressive dealers of your community. Now jine 'em.

U.S. Express Companies Want Higher Rates

The nine principal express companies operating in the United States are preparing to file with the interstate commerce commission a petition asking for permission to advance rates. The express companies claim that during the month of January, 1917, the latest month for which figures have been compiled, the business showed a deficit of $112,000. It is also claimed that this deficit has been increasing since January to the present date.

Mr. DEALER
Cater Can Sell You
Wood or Iron Pumps cheaper than any one in the West.
GET HIS PRICES BEFORE YOU ORDER
Brandon Pump & Windmill Works
BRANDON MAN.

PROVINCIAL EXHIBITION
Brandon, Man.—July 16, 17, 18, 19, 20
Western Canada's Greatest Farm Machinery Display

More and Better Exhibits than ever Before in Agricultural Products, Livestock, Industrial, Educational, Fine Arts and Science.

MANUFACTURERS ARE INVITED TO EXHIBIT

Apply for Space Early and Ensure a Good Location. Outside Space Free
Nominal Charge for Inside Space

Those who have exhibited their lines at the Provincial Exhibition in the past have proven that IT PAYS. Thousands of Farmers become acquainted with the goods. Profitable business results. Dealers investigate and get agencies for new lines. Make no mistake—for manufacturer, wholesaler and distributor, an exhibit at Brandon is a very profitable investment.

Light Tractor Plowing Demonstration
Tractors from United States can be brought in in Bond

Last year's tractor demonstration was a whirlwind success. Showed the farmer the value and practical efficiency of the light tractor as has no other method of publicity. He saw the machines at work—questioned, investigated, bought. The 1917 plowing demonstration will eclipse that of last year. NO COMPETITION, merely a practical demonstration. Dealers: Come to Brandon and see the tractors at work under similar conditions. It will put you in touch with the types on the Western Canadian market. Entries for Tractors positively close July 1st.

Horse and Automobile Racing. Unparalleled Line-up of Amusements.
Special Platform Acts. Grand Array of Attractions. Bands.
A Fair for Education, Pleasure and Vacation.

SINGLE FARE ON ALL RAILROADS. WRITE FOR PRIZE LISTS

P. PAYNE, President **W. I. SMALE, Secretary**

Wagon and Truck Business

There is one type of farmer who always believes that a farm truck and a farm wagon are one and the same thing. As a matter of fact, wagons and trucks are fitted for different kinds of work. The dealer handling both lines should inform his customers that they cannot expect a farm truck to do the work required of a wagon. The truck is adapted principally for use about the farm. It may be fitted with a home-made box, or a flat bed rack, but there is a limit to its endurance. It cannot be expected to stand the strain of heavy hauling on the road.

Many wagon dealers advise farmers to own at least one good wagon, and also to buy a truck for auxiliary hauling. Trucks are invaluable for haying, and are especially adapted for use under the hay rack. One cannot recommend a truck for heavy work on the road, for it cannot be expected to give continued service under heavy strains.

When a farmer needs both a wagon and truck, sell him both; when he owns a good wagon, but could use a truck to advantage, push the truck business. It has been proven time and again that a truck should not be substituted for a wagon. The farm wagon has no substitute for its work.

It is peculiar that some dealers have largely ceased to specialize on the sale of wagons, which are one of the staples in the trade. They argue that they get better returns by concentrating their efforts on the sale of other articles. Still it is largely a personal question if the dealer fails to make wagon sales a profitable issue. If good quality wagons are handled the dealer should make a legitimate profit on their sale. And good quality wagons are the only ones to handle. If a man knows how to talk on good wagons he can sell them every time.

The skimped, direct sold wagon has killed that class of competition, for the farmer who bought one will not admit that he has been "stung," but he will never again invest his money in this class of wagon. He is a good prospect for a high grade job.

When he looks over the line you handle, the first consideration in his mind is the quality of the wheels. The greatest strain in the wagon comes on the wheels. Beyond these, his interest centers on the skeins and axles. It is essential that the dealer have as much information as possible at his command on the quality and construction of the wheels, skeins and axles of the wagon he handles. Definite facts on these points are what the customer wants; the balance of the wagon is to him an incidental. It is wisdom to point out that a wagon that is cheap in price must, of necessity, be built of cheap materials. From every standpoint the customer should be impressed with the fact that the high grade wagon is the best in the long run.

Plain Talk from McKellar

Hugh McKellar, editor of the "Saskatchewan Farmer," recently aroused the ire of J. A. Maharg, of the Saskatchewan G. G. Association, by an article in which the editor scored farmers for lack of patriotism in not accepting the government's offer of $1.30 a bushel for 1917 surplus wheat. To a largely personal attack in a Regina paper, the veteran editor asks in reply, if Great Britain ever expects recompense for what she has done for Belgium, or if Red Cross and patriotic workers, R.S.A. workers or Belgian Relief authorities, ever expect monetary reward for their time and labor.

A sentence from Mr. McKellar's reply is well worth repetition: "I still maintain," he writes, "that farmers in Canada could have well afforded to take $1.30 per bushel for their surplus wheat for the 1917 crops in order to win the war, no matter whether or not wheat goes to $5.00 a bushel."

All farmers cannot be condemned; many have given nobly. How is it so often the case that the virus of co-operation breeds a spirit like that of Judas, who sold his Master for thirty pieces of silver? Do the "five dollar a bushel" farmers think that Belgium should have valued her national soul at $1.30 per head, and allowed the German hosts freedom to sweep across that country to attack France. Belgium placed a higher price upon her national honor, or possibly Canadian wheat would not be worth what it is to-day. There are some things that money cannot buy.

Pioneer Tractor Co. Assigns

The Pioneer Tractor Co., of Victoria Square, Calgary, has assigned to J. B. Watson, chartered accountant, Calgary, for the benefit of their creditors. Mr. Watson reports the following relative to the affairs of the company:

"This organization was incorporated some years ago for the purpose of building the "Pioneer 30," a caterpillar machine, and acquired the Canadian rights for the manufacture of this machine from the patentees, the Pioneer Tractor Manufacturing Company, of Winona, Minn., but, owing to the financial depression overtaking the West a few years ago, no progress was made in manufacturing. The company have been engaged for the last year in the manufacture of 4.5 high explosive shells for the Imperial Munitions Board.

"At a recent largely attended meeting of creditors, the assignee was instructed to continue the making of shells and was empowered, subject to the approval of the court, to borrow on the company's assets sufficient to continue work. Mr. Watson has since received the court's authority to borrow $5,000 for this purpose. The company's liabilities are about $45,000, and the assets, as they appear on the last balance sheet, about $180,000. The latter consist principally of buildings, machinery and accounts receivable."

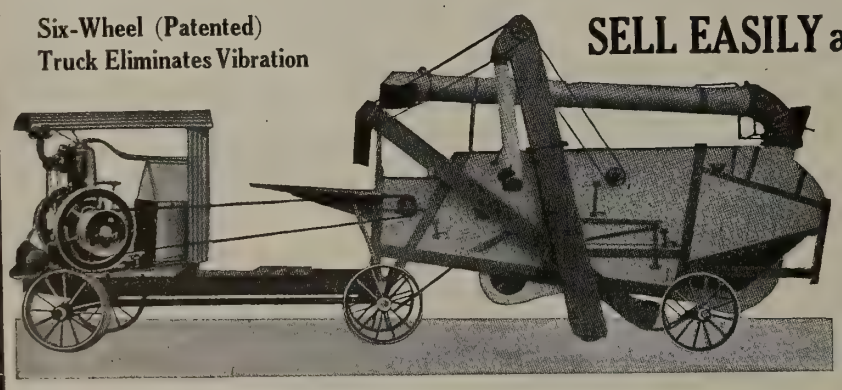
Large Steel Production in Great Britain

During 1916 over 9,048,000 tons of pig iron were produced in the United Kingdom, and 9,244,457 tons of steel, as compared with 8,794,000 tons of pig iron and 8,550,000 tons of steel during 1915.

"Lister" Ideal Threshing Outfits

Six-Wheel (Patented) Truck Eliminates Vibration

SELL EASILY and SATISFY THE USER



TWO SIZES	POWER
22 x 32 SEPARATOR;	7 to 12 H.P.
26 x 38 SEPARATOR;	14 to 17 H.P.

The "Lister" is an outfit every farmer can afford to buy. Second to none in efficiency. Cleans the grain ready to market. Low upkeep cost. Every feature in construction shows strength and practicability. Two men can operate this outfit with ease. Supplied with or without bagger, tailings elevator, straw-carrier or blower. A profit builder for dealers.

Powered by the famous Lister Engine, the most reliable engine built. As an individual separator, the Lister 26 x 38 is unequalled for use with a light tractor. Ask for full particulars.

PEORIA KEROSENE TRACTORS, 8-20 H.P. Capacity 3 14-in. Plows

The Peoria is a strong, 3-wheel, self-steering tractor, with a record for reliable service. Perfectly balanced 4-cyl. engine, 3¾ x 5 in., designed for kerosene and low-grade fuels. Drive wheels 60 x 18 ins. Cut steel transmission gears run in oil. High-grade magneto. Stromberg carburetor with air-cleaner. Shipping weight 3,950 lbs. Very accessible design. An all-purpose tractor adapted to medium sized farms, and built for West Canadian conditions. Dealers get full particulars and price. We can ship promptly.

OUR LINE INCLUDES:

"Lister" and "Canuck" Gasoline Engines, Peoria Kerosene Tractors, 8-20 H.P., Grain Grinders and Crushers, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Ensilage Cutters, Silos, Sawing Outfits, Combination Threshers, Pumps, Pump Jacks, Power Pumping Outfits, etc., etc.

R. A. LISTER & COMPANY, LIMITED

WALL STREET, WINNIPEG, MAN.

ST. JOHN, N.B. TORONTO QUEBEC

Cushman Sustain Fire Loss

The Cushman Motor Works of Canada, Winnipeg, had a blaze in their stock department about the middle of the month. Manager A. E. Donovan reports that the damage amounted to between five and six thousand dollars, fully covered by insurance. The cause of the fire was defective electric wiring. The supply service of the company was in no way affected by the fire.

C.B.N.A. Convention

The forty-fifth convention and exhibition of the Carriage Builders' National Association will be held in Chicago, Ill., from September 24th to 27th, 1917. The exhibition from September 24th to 27th, inclusive. The convention—September 25th, 26th and 27th. Both the exhibition and convention will be held in the Hotel La Salle, Chicago.

Better Farming Train in Saskatchewan

The Saskatchewan Dept. of Agriculture, with the co-operation of the College of Agriculture and the Grand Trunk and Canadian Pacific Railways, will run a Better Farming train over the southeastern portion of the province during June. The Grand Trunk will cover towns in that area from June 4 to June 16, and the Canadian Pacific from June 18 to June 30. Each train will be in six sections. Live stock, field husbandry, boys' and girls' section, poultry section, household science and a farm machinery section will be incorporated. The officials state that large attendances are expected at every town visited.

Tractor Concern Organized

The Waterloo Boy Kerosene Tractor Co. of Canada was recently organized in Winnipeg, with a capital given as $20,000. Among the incorporators are listed: E. P. Hayden, W. F. Rondabush, C. A. Sargent and F. A. Fry. This concern will distribute Waterloo Boy tractors, as formerly handled by the Gasoline Engine & Supply Co., of Winnipeg.

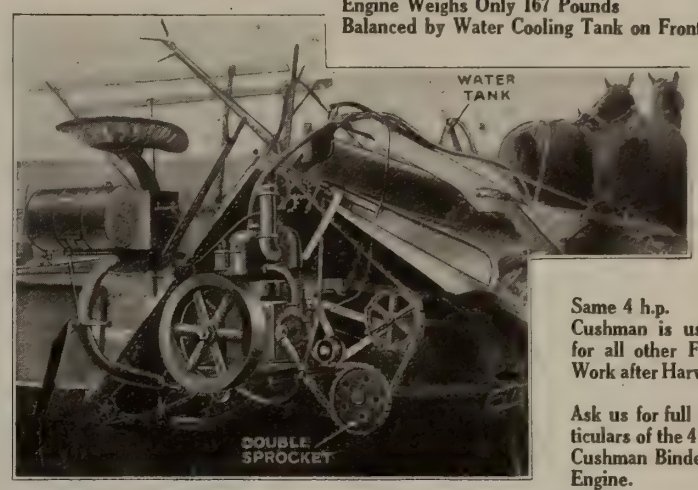
Heider Tractor Prices

The Rock Island Plow Co., Rock Island, Ill., announces an advance in the prices of the Heider tractors, which the company manufactures. The Heider 12-20 Model C is now $1,245 and the Model D 9-16 is $895. These are the prices to the U. S. farmers, and went into effect May 19.

Cushman Binder Engines For All Farm Work

SAVE A TEAM on the BINDER

Engine Weighs Only 167 Pounds
Balanced by Water Cooling Tank on Front



Same 4 h.p. Cushman is used for all other Farm Work after Harvest.

Ask us for full particulars of the 4 h.p. Cushman Binder Engine.

The 4 H.P. Cushman is the original and successful Binder Engine. Thousands are in use every harvest—saving horse flesh and saving grain. A binder is not complete without a Cushman Engine.

The Cushman saves horses, saves grain, saves time and saves the binder.

Sell the Cushman—the one binder engine that is used in the grain fields all over North America, from Texas to North Alberta; **the one binder engine** that has ten years of successful field work behind it; **the one binder engine** that has proper attachments to fit any make of binder in use.

The Cushman is water-cooled and cannot overheat on all-day run in hot harvest field like engines not properly cooled.

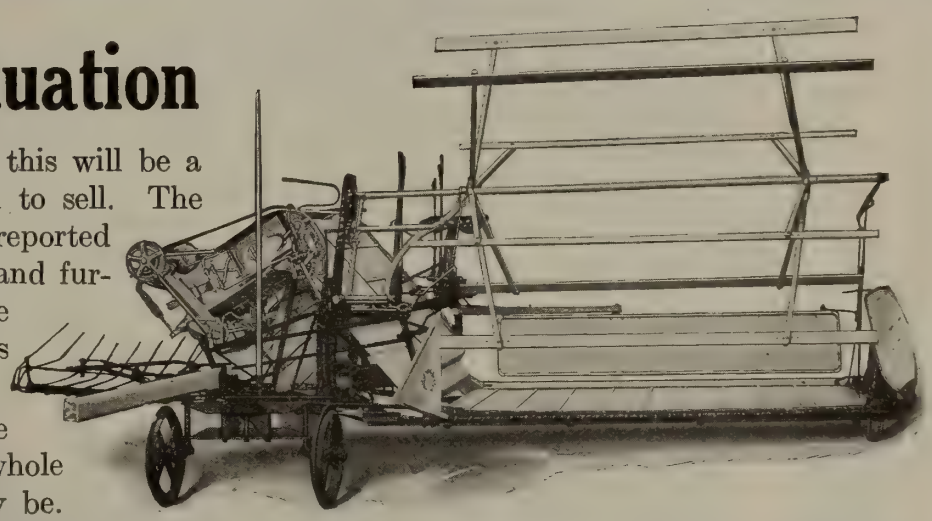
THERE'S A BIG DEMAND. GET THE CUSHMAN AGENCY.

Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

Dept. E., Whyte Ave. and Vine St., Winnipeg, Man.

The Twine Binder Situation



THERE is every reason to believe that this will be a good year for the farmer who has grain to sell. The world's stock is low. The crops so far reported are not large enough to make up the shortage and furnish a year's supply besides. No matter how large a crop North America may raise the indications all favor good prices.

Therefore, it is important to be ready for the harvest with binders and twine that will save the whole crop, no matter what the harvest conditions may be. That is what we are telling the farmers in the West Canadian farm journals, in connection with **McCormick** binders. Good, reliable **McCormick** machines and twine are the kind for the dealer to sell this year.

We suggest to the farmer that he buy early. This applies to repairs as well as to binders and twine. We tell him he can get all three now. It may be difficult to get them later. On repairs and twine, especially, our advice to every farmer is to buy at once all he is going to need, and not alone to buy but to go to the dealer, get the full amount of twine and all the repairs necessary, and take them home.

McCormick binders will do their share this year as usual. Sell **McCormick** binders and twine.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

BRANCH HOUSES

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

A Separator Bulletin

We are in receipt of Bulletin C, from the New Home Machinery Co., of Saskatoon, Sask., who are selling agents for the threshing machinery, produced by the Matthew Moody & Sons Co., Terrebonne, Que. The Moody outfit is made in three sizes, with either blower or straw carrier. It is mounted separately on the truck, or as a combination outfit, the separator being driven by the "New Home" engine. The outfits are made in the following sizes: 30 x 40, 30 x 36 and 24 x 32. It is claimed for this separator that the grain is cleaned ready for the elevator, while all noxious weeds are bagged separately. The threshing capacity of the outfits are given as follows:—30 x 40, 600 to 800 bushels wheat per ten-hour day; 30 x 36, 550 to 700 bushels per day; 24 x 32, 40 bushels per hour with wheat. The following horsepowers are required for the respective sizes: 10-14 h.p.; 10-14 h.p. and 8-12 h.p.

The separator is wider and larger in design than the major-

E. ELWOOD
Manager, New Home Machinery Co.

ity of such machines, while all the machines are of the overshot type. All separators are shipped in the knockdown state, unless otherwise ordered. The New Home Company quote prices on separators only, blowers, baggers and elevators, tailings elevators and straw carriers. They also show a line of trucks and endless leather belting. The New Home Machinery Co. are general agents for these outfits in Saskatchewan and Manitoba, and Francoeur Bros., Camrose, for Alberta and B.C. Interested dealers can obtain full particulars by writing the New Home Machinery Co., Saskatoon, Sask.

E. Elwood is managing the New Home Machinery Co., and is a well known figure in the Western Canadian farm machinery trade. The Saskatoon concern also handle a full line of gasoline and oil engines, binder engines, grinders, portable elevators, transmission material, fanning mills, grain grinders, etc.

Moline Plow Co. Build Printing Plant

The Moline Plow Co., Moline, Ill., will erect a new printing department at a cost of $100,000. The building will be 50x240 feet, two stories high. It will house the printing and advertising departments, giving additional equipment to take care of the catalogs, circulars and house organ issued by the company.

Big Contract for Caterpillar Tractors

What is probably the biggest tractor contract ever signed has just been awarded the Davis Sewing Machine Company of Dayton, Ohio, by the C. L. Best Gas Traction Company, of San Leandro, California. The agreement calls for the construction of $30,000,000 worth of Model "40" Best tracklayer tractors, which will be built under the Best patents. Deliveries on the contract will start in November. The "Best" tractor is a strongly built caterpillar type, 40 h.p., with a heavy duty 4-cylinder engine of powerful design. The Best plant at San Leandro employs 400 men, but is unable to keep pace with orders, according to a statement by the company.

Fanning Mill Co. Increases Plant

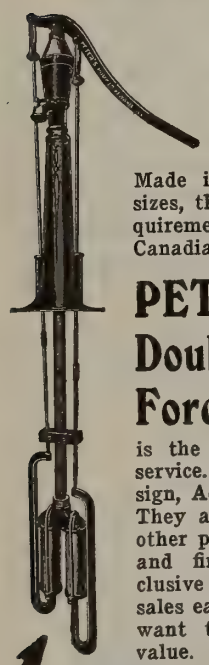
The Twin City Separator Co., Quelch St., Winnipeg, have greatly increased the floor space of their factory. An additional story has been added to the office building, and the same to their factory building, giving an increased floor space amounting to eight thousand square feet.

The painting department has been transferred to the top floor, which is served by an extension to the elevator shaft. The cost of the alterations, it is stated, will approximate $3,000. P. J. Grout, manager of the Twin City organization, states that the company are now producing 100 fanning mills daily. He has just returned from a tour throughout the west and reports business as excellent and orders pouring in for Bull Dog fanning mills and wild oats separators.

A New Tractor

The Wayne Tractor Co., Detroit, Mich., has announced the perfection of a dust-proof tractor, which will shortly be on the market. It is an internal gear drive, 30 h.p. machine that can be operated either with or without a caterpillar tread and has two speeds ahead and one reverse. The plowing speed is 2½ m.p.h.

PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "comeback." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

Synopsis of Canadian North-West Land Regulations

THE sole head of a family, or any male over 18 years old, may homestead a quarter-section of available Dominion land in Manitoba, Saskatchewan or Alberta. Applicant must appear in person at the Dominion Lands Agency or Sub-Agency for the District. Entry by proxy may be made at any Dominion Lands Agency (but not Sub-Agency), on certain conditions.

Duties—Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres, on certain conditions. A habitable house is required except where residence is performed in the vicinity.

Live stock may be substituted for cultivation under certain conditions.

In certain districts a homesteader in good standing may pre-empt a quarter section alongside his homestead. Price $3.00 per acre.

Duties—Six months' residence in each of three years after earning homestead patent; also 50 acres extra cultivation. Pre-emption patent may be obtained as soon as homestead patent, on certain conditions.

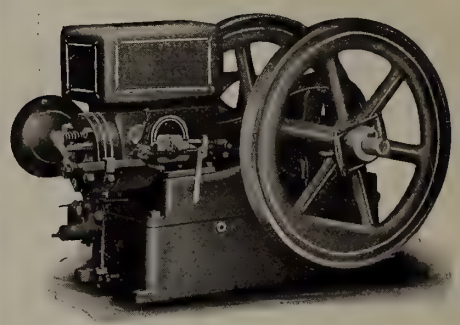
A settler who has exhausted his homestead right may take a purchased homestead in certain districts. Price $3.00 per acre.

Duties—Must reside six months in each of three years, cultivate 50 acres and erect a house worth $300.

W. W. CORY,
Deputy Minister of the Interior.

N.B.—Unauthorized publication of this advertisement will not be paid for.—1141

Speed Up Your Engine Sales



JUMBO Kerosene-Gasoline ENGINES WILL DO IT!

In Sizes That Sell—3, 5, and 7 H.P.

JUMBO Throttling Governor oil engines are the cheapest, most dependable power you can sell your customers. Designed especially to use kerosene and cheap fuels, as well as gasoline. Develop full rated power on low-grade fuels. On strong iron subbase; ignition, Webster magneto. No fuel pump required—steady and uniform feed at all loads. Throttling governor gives unvarying speed. Shipped ready to run.

ASK THE NEAREST BRANCH ABOUT JUMBO ENGINES

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
WESTERN CANADIAN JOBBERS

Tudhope-Anderson Co. Limited

WINNIPEG REGINA SASKATOON CALGARY

Saskatchewan Retailers' Convention

At the Saskatchewan Retail Merchants' association convention held at Moose Jaw recently, the following officers were elected for the ensuing term: President, A. A. Evans, Outlook, Sask. (Re-elected); first vice-president, H. D. Macpherson, Regina, Sask. (Re-elected); second vice-president, J. L. S. Hutchinson, Saskatoon, Sask; treasurer, J. J. Polson, Regina, Sask.; secretary, F. E. Raymond, Saskatoon, Sask. (Re-elected).

The retailers strongly object to the endeavor of the Grain Growers' Association to transfer their trading operations to the Saskatchewan Co-operative Elevator Co., as the government is guaranteeing the bonds of the latter concern, the retailers of Saskatchewan would be in the position of competing with their own government. The wholesalers were strongly criticised for selling goods direct to the consumer, while other subjects discussed were: Advance cartage charges, taxing mail order houses, price maintenance, half day holiday, coupons, etc.

On the question of price-fixing, the following resolution was passed:

That, members of the Saskatchewan branch of the Provincial Board of Retail Merchants' Association of Canada, do hereby endorse the action of the Dominion Board of our Association in asking that the Order-in-Council passed on November 10, 1916, in which the Government has declared that the right to sell any article at a fixed price by the manufacturer, wholesaler and retailer, is illegal, to be repealed.

H. O. Roberts, Minneapolis, Secretary of the Minnesota Hardware Dealers' Association addressed the convention on "Cash vs. Credit," his speech being greatly appreciated.

In his annual report Secretary E. E. Raymond commented on general service, the credit reporting department of the association, legislation, the insurance department, the traffic department, etc. Commenting on the membership of the organization, he said:—

"We now have a total of 156 Branches with a membership of approximately 1,500 in good standing (1,475 to be correct.) It is gratifying to note the interest displayed by our members in general is constantly increasing, and also to know that the service we are giving is appreciated by those who have taken advantage of it. Even at the above figures we have only about fifty per cent of the merchants in business in Saskatchewan as members."

A Handsome Poster

A handsome poster, showing its line of traction engines, has recently been published by the Minneapolis Threshing Machine Co., Hopkins, Minn. Three of the company's sizes of tractors are illustrated in colors, the 40, 20 and 15 h.p. machines. The poster also shows a Minneapolis steam engine and a Minneapolis separator. The back-ground of the poster is a tint of green and the products are shown in their regular colors.

The Carburetor Air Cleaner

One of the most important advances in tractor design has been the almost universal adaptation of carburetor air cleaners. It has been known for long by tractor engineers that the short life of tractor engines has been almost entirely due to dust and dirt. Tractor design has made the engines dirt-proof from without, but an appliance was wanted to take all the dirt out of the air entering the carburetor.

A practical device now effects this, the air cleaner, a simple and complete attachment, keeping the engine clean and lengthening its life greatly. All the desired results are attained without loss in efficiency, complication of parts, or excessive cost. Working in a dusty field, the benefit of these cleaners to the engine is obvious. Damage to the working parts of the engine through the entrance of grit is avoided.

Government Wagon Order for Deere & Co.

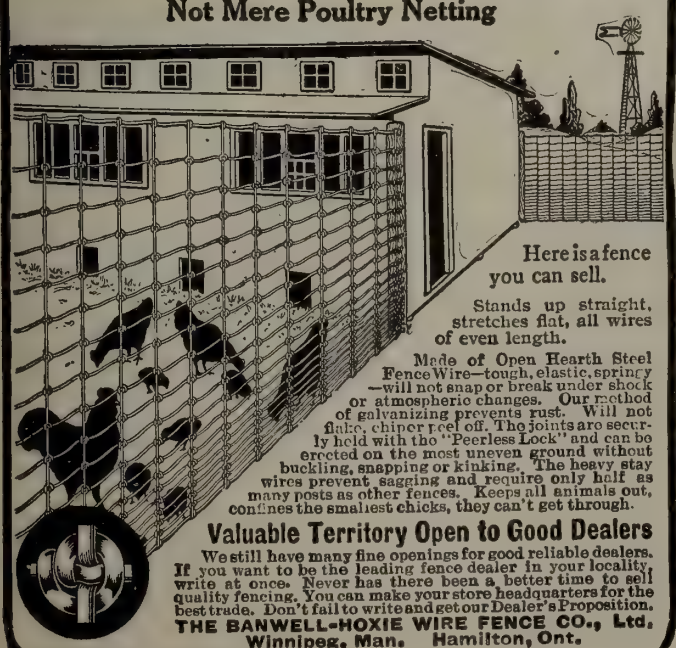
An order for 850 army transport wagons has been placed with the John Deere Wagon Company by the United States Government War Department. The John Deere Wagon Company last year turned out 1,000 wagons of a type similar to that called for in the new order. This is only a small part of the government order.

Employees in the Deere plant have received a war bonus amounting to a weekly increase of 10 per cent in pay. The company has taken this step so as to offset the high cost of living as affecting their workmen.

Mr. Dealer: Here's Your Chance to Make Your Store Headquarters for Best Trade.

PEERLESS
Poultry Fencing

Not Mere Poultry Netting



Here is a fence you can sell.

Stands up straight, stretches flat, all wires of even length.

Made of Open Hearth Steel Fence Wire—tough, elastic, springy—will not snap or break under shock or atmospheric changes. Our method of galvanizing prevents rust. Will not flake, chip or peel off. The joints are securly held with the "Peerless Lock" and can be erected on the most uneven ground without buckling, snapping or kinking. The heavy stay wires prevent sagging and require only half as many posts as other fences. Keeps all animals out, confines the smallest chicks, they can't get through.

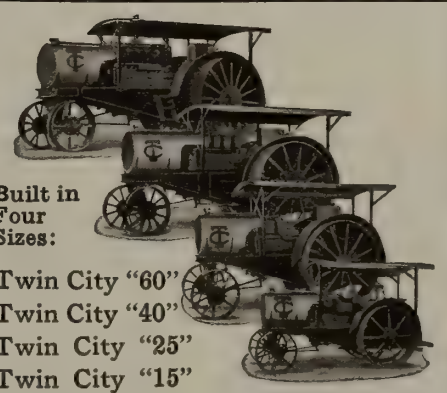
Valuable Territory Open to Good Dealers

We still have many fine openings for good reliable dealers. If you want to be the leading fence dealer in your locality, write at once. Never has there been a better time to sell quality fencing. You can make your store headquarters for the best trade. Don't fail to write and get our Dealer's Proposition.

THE BANWELL-HOXIE WIRE FENCE CO., Ltd.
Winnipeg, Man. Hamilton, Ont.

Don't Sell an Experiment

Handle a Line the Farmer Knows



Built in Four Sizes:
Twin City "60"
Twin City "40"
Twin City "25"
Twin City "15"

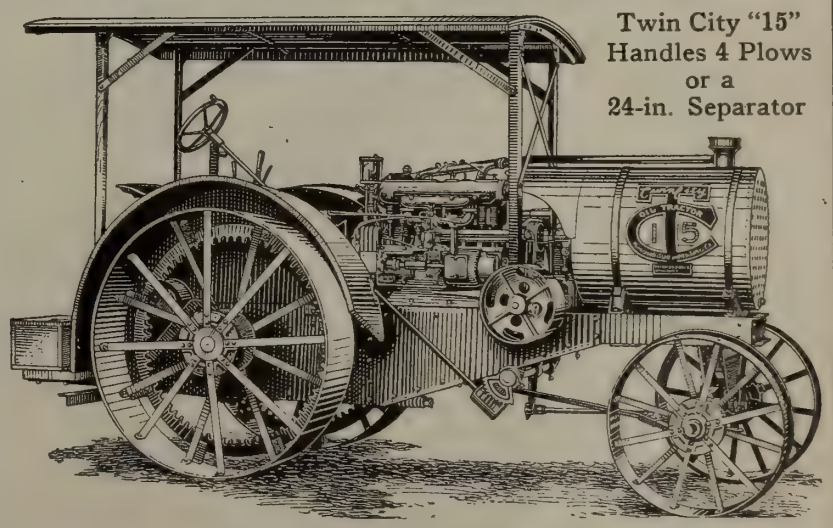
A SIZE FOR EVERY FARM

EVERY TRACTOR THE BEST IN ITS CLASS

TWIN CITY OIL TRACTORS

ALL SIZES BURN KEROSENE, DISTILLATE and GASOLINE

Twin City "15"
Handles 4 Plows
or a
24-in. Separator



GET A "TWIN CITY" CONTRACT AND HANDLE A LINE THAT BRINGS PROFITS—NOT REGRETS!

Minneapolis Steel & Machinery Co. of Canada, Limited
923 LOGAN AVENUE WEST WINNIPEG

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

C. Bros., Man.—A belt such as you require for a new Erie Grader, 40 ft. by 36 in., is not obtainable in Winnipeg. The Gutta Percha and Rubber Co. stock 33 ft. 6 in., by 36 in., belts, and could splice to the correct length and send balance of belt on to you. Parts for Hunter plows can only be obtained from manufacturers, the Hunter Plow Works, Fredericksburg, Va., U.S.A.

A. W. A., Sask.—Repairs for Moline Disc Plows can be obtained from the John Watson Mfg. Co., Winnipeg.

C. B., Sask.—So far as we are aware, no one in Western Canada is handling Dowagiac drills or parts of same. Write the Dowagiac Co., Minneapolis, Minn., giving them full particulars of parts required.

W. A. H., Sask.—The Western Steel & Iron Works, Winnipeg, will give you full particulars of the steering device they handle—the "Cuddy." The "Dreadnaught" steering device is another type, handled by the Advance-Rumely Co. This design can be fitted to any engine which has a straight axle without automobile knuckles at wheels. Ask their nearest branch for particulars. The J. I. Case T. Mach. Co. also equip their engine with a steering device, which could be bought separately if satisfactory for the type of tractor you mention.

M. L. C., Sask.—The Evans disc harrow is manufactured by the American Seeding Machine Co., Springfield, Ohio. It would be necessary for you to send to factory for repairs.

D. A. S., Man.—Wagon standardization does not mean that all wagons are to have same size wood stock and be painted alike. Standardization provides that wheels will be 40-44 inches high; extra low on medium and standard wagon, 36-40 inches high. It also provides for uniform width and thickness of tires and for uniform size of spokes, but each manufacturer will use the shape and size of hubs and sawed felloes or bent rims, according to his own ideas. Axles, reaches, tongues, bolsters, in fact, all wood stock, will be of sizes and shapes adopted by each factory. The height of stakes will be uniform; 13 inches regular or 8 inches on order. Each manufacturer will paint his wagons of colors to suit himself, but he will confine his output to one color combination. Each manufacturer will continue to use his own type of skein of sufficient strength to meet the requirements of standardized capacities but the skeins of one maker will not interchange with those of another.

A. E. N., Sask.—Experiments with 3-inch tire show that with average road conditions that size is more practical and lighter draft than the 2½ inch tire. The wider tire is better for road surface.

J. F. S., Sask.—Vulcan plows are made by the Vulcan Plow Co., Evansville, Ind. No repairs can be procured this side of the factory.

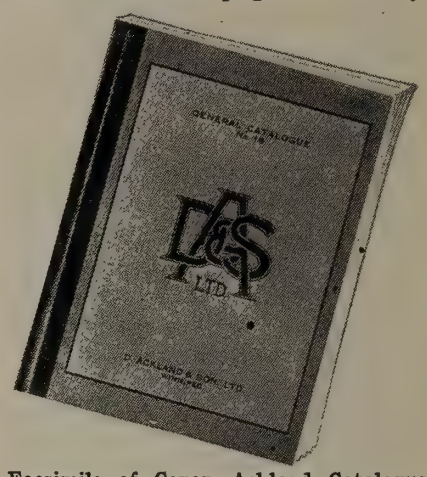
M. R. F., Sask.—Cultivator sleeve No. 833 is for an Avery Cultivator. For replacement write the Canadian Avery Co., Regina.

A. H. Co., Man.—A spring trip shank for the Moline Cultivator mentioned can be obtained through the John Watson Mfg. Co., Winnipeg.

B. & Son, Sask.—For hub boring and mortising machinery, write A. B. Jardine, Hespeler, Ont., or their jobbers, D. Ackland & Son, Winnipeg.

A New Catalog

We recently received a copy of Catalog No. 16, issued by Messrs. D. Ackland & Son, the well-known Winnipeg hardware and wood goods supply house. This publication is certainly a credit to the Ackland organization, and is the best which they have yet issued. Its 450 pages are finely



Facsimile of Cover, Ackland Catalogue

arranged and well illustrated, while a section gives valuable data on freight classification, weights of iron and steel, etc. A handy index is an excellent feature in the catalog.

Of especial interest to the implement dealer are the sections dealing with wagon and carriage hardware, malleables of all kinds, auto hardware, buggy tops, paints and varnishes, engines, wagon sets, agricultural woods of all kinds, gears, bodies, plow shares, mower and binder knives, sections, guards, sickle heads, etc. Binder reel arms, pitmans, reel fans, binder canvases, link chain belting, coulters, shafts, and so on. Interested dealers would be well advised to secure a copy of this comprehensive catalog. They will find it useful for their files.

Now for hay machinery sales!

New Cockshutt Catalog

The Cockshutt Plow Co. Brantford, Ont., recently issued a new catalog covering their line of tractor plows. The catalog shows moldboard plows in individual light and independent beam types ranging in size from two bottoms to twelve, with power lift or hand. Also disk plows in sizes from six disks to eighteen. A 24-inch brush breaker completes the plow line. Tractor disk harrows with plain or cut-out disks are made in sizes from thirty-two to forty disks.

Cockshutt agents should find this publication of great value to them in selling the engine plows producted by the Cockshutt organization. The publication is of the high artistic standard inseparable from Cockshutt publicity.

I.H.C. Branch Burned

The warehouse of the International Harvester Co., at Sioux Falls, S.D., was completely destroyed by fire on May 11. The loss is stated to exceed $500,000. Nearly 1,000,000 pounds of binder twine and a large stock of binders, mowers, rakes and other agricultural implements were destroyed. The fire started in the portion of the warehouse where the twine was stored.

Open Canadian Branch

The Smith Motor Truck Corporation, of Chicago, has opened a branch house at Toronto, Ont., from which eastern Canadian trade will be handled. H. W. Patterson will be branch manager and M. H. Stratton general sales manager for Canada.

This concern manufacture the Smith Form-a-Truck, an auxiliary attachment which transforms the automobile into a motor truck. It is stated that this body, by pulling a few levers, can be turned into various types—such as hog rack, flat rack, stock rack.

A FEEDER THAT MAKES FRIENDS EVERYWHERE

The Langdon Ideal Automatic Self-Feeder

Guaranteed to feed perfectly to full capacity any make or size of separator.

Backs Up Every Claim—and in the Field

The Langdon Ideal Rotary Knife Feeder is the one Feeder that governs according to the condition of the grain. It operates on the principle of hand feeding, handling the dry, straight bundles very fast, while the wet, tough and tangled ones are delivered more slowly, giving the separator and engine an absolutely uniform and even load at all times. The feed is absolutely controlled and governed. The Langdon positively will not slug the cylinder, while pitchers cannot overload the separator.

WRITE NOW for full particulars and Agency. We are exclusive selling agents for Western Canada

Cushman Motor Works of Canada, Ltd.

Builders of Light Weight, High Grade, Gasoline Engines for Farm Power Work.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

EXCLUSIVE SELLING AGENTS FOR:
Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

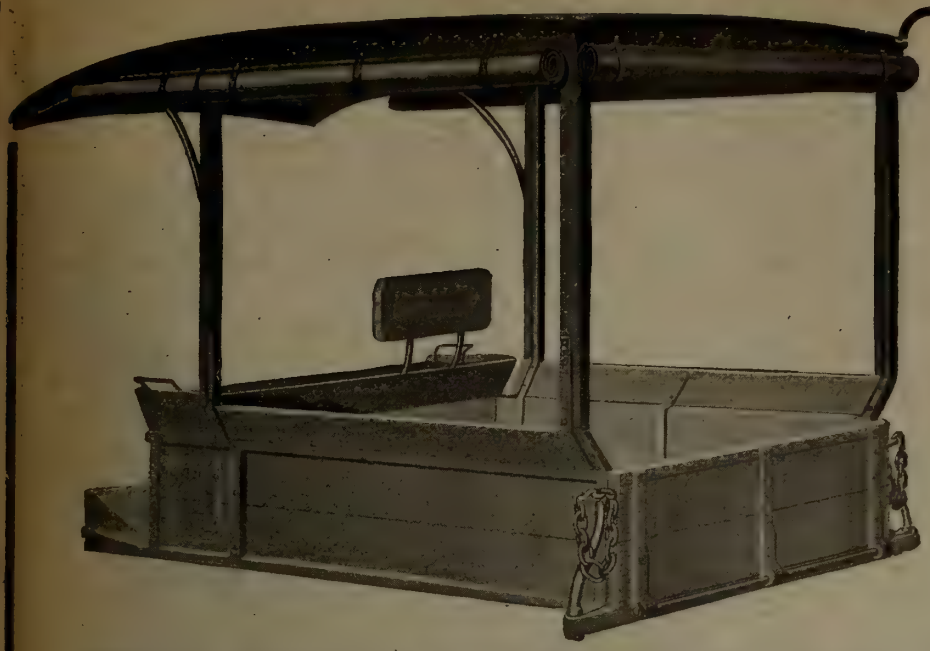
Offices throughout the civilized world. Correspondence invited

Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.



FORD COMMERCIAL BODIES

M. & M. Bodies are accepted as the Standard

Our commercial bodies will give you a monopoly on commercial body business. Years of vehicle manufacturing experience are crowded into every body. Built of the best hardwoods, solidly braced, completely ironed, elegantly finished. Convert Ford car into a large capacity truck. Model shown can be supplied without top and with panel body.

You can sell these bodies in your community right now. They give a new use for old automobiles, and for merchant or farmer supply a strong truck at very reasonable cost. Why not write our nearest representative to-day for full particulars.

Immediate Shipments from Big Stock carried at Regina. No delay in filling Orders.

"THE BUGGY FROM GLENGARRY"

A LINE WITH AN ENVIABLE REPUTATION FOR QUALITY

Our Auto Seat Top Buggy is supplying a popular demand. Its high-grade material, honest workmanship and fine appearance and finish make a job you can sell against any competition. Roomy, comfortable; finest leather trimming. The Glengarry Line has eighty styles of vehicles, and Glengarry Buggies are the dealers' greatest money-maker. Write our representative.

Large Stock carried at Regina. Prompt Delivery.

Munro & McIntosh Carriage Co., Ltd.

ALEXANDRIA, ONTARIO

REPRESENTATIVE FOR MANITOBA

P. McGREGOR, McLaren Hotel, WINNIPEG

REPRESENTATIVE FOR SASKATCHEWAN AND ALBERTA

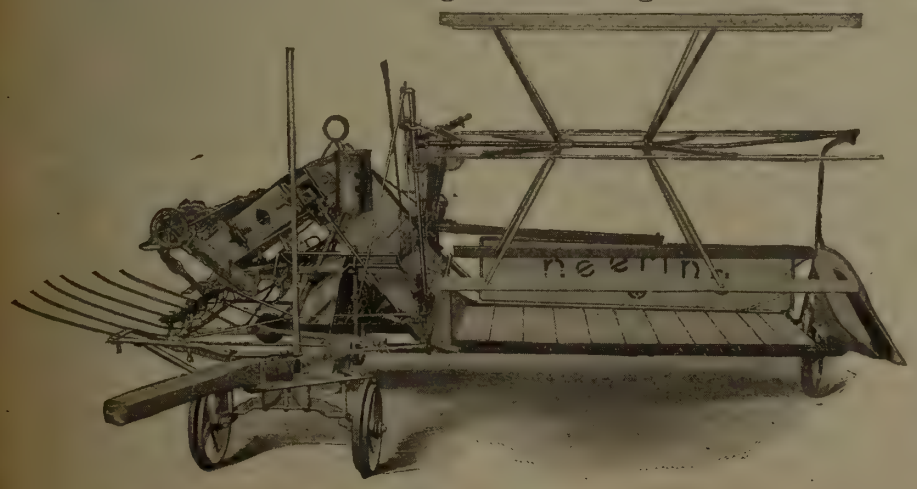
BERT CONWAY, P.O. Box 33, REGINA

They Need Deering Binders

THIS year, Canadian farmers have need of first-class equipment in harvesting machines, twine, and binder repairs. In all the farm journals we are urging them to buy none but well-known, long-tried machines and to buy early.

We tell them to buy good twine, and buy it now. This is no time to be thinking about saving a cent or two on twine, but to think of the dollars that good twine will save in the field. Our advice to every farmer is to buy at once the full amount he is going to need, and not alone to buy it, but to go the dealer, get it, and take it home.

Deering binders now cost less in the amount of farm produce required to buy them than ever before. But prices on all manufactured goods are likely to go higher without much warning, while there is no chance at all for them to go lower this season. The safe thing to do therefore, is to buy now, at present prices, for immediate delivery.



We show the farmer that his local dealer has done his share to insure the harvesting of the grain. We advise the farmer to see the dealer as soon as he can and arrange for the repairs, twine, or new machines he will need this year. Write the nearest branch house for details regarding the sale of **Deering** binders.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

BRANCH HOUSES

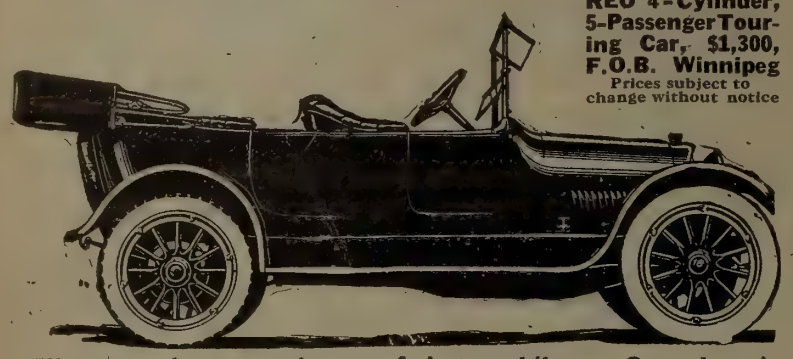
WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

ENDURANCE and DOMINANCE

The More You Know About Cars, the Quicker You Realise the Value of the Cars we Distribute

GRAY-DORT REO PEERLESS



REO 4-Cylinder, 5-Passenger Touring Car, $1,300, F.O.B. Winnipeg
Prices subject to change without notice

There are but two classes of Automobiles. One class is poorly built and wickedly merchandised. It cannot endure—as agents have found to their cost.

The second class—the backbone of the industry—is made up of honestly built and properly sold cars. Supreme in this class are the Gray-Dort, Reo and Peerless. They are the leaders among moderate priced cars—quick, powerful, comfortable and elegant. Individually they bring satisfaction to the man who sells and the man who buys them.

Deliveries are uncertain and shipments hard to get. The wise dealer will protect himself by ordering ahead.

Joseph Maw & Co., Limited

Factory Representatives

112-118 King Street Winnipeg, Man.

BULL DOG FANNING MILLS

For Better Crops and Bigger Profits

They put money in the pockets of your customers. No man can afford to sell dirty grain this year. BULL DOG MILLS clean the grain, save dockage and conserve feed. They save their cost in a single season.

Made in five sizes: 24, 32, 40, 48 and 64 inch sieve widths

Capacities: 25 to 150 bushels per hour.

The 40-inch Power Bull Dog, with Wagon Box Elevator.

Ask for our Sales Contract

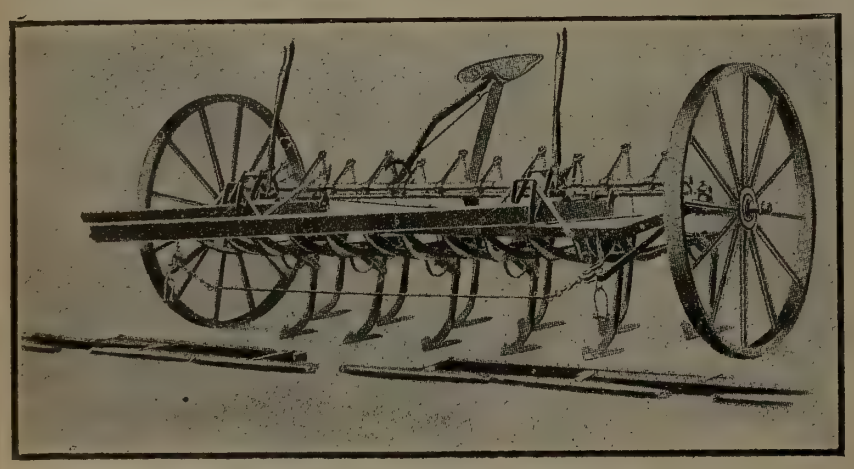
Every mill sold on an absolute guarantee. Cleans oats, wheat, barley, timothy or clover equally well. Automatic feed, even flow of grain; 10 to 16 foot elevator; 12 sieves and screens furnished with each mill. Power attachments supplied for 24 and 32 inch mills. Get busy and send your fall orders. We can ship on the shortest notice.

Specialists in Grain Cleaning and Grading Machinery

TWIN CITY SEPARATOR CO., LIMITED

Off Logan Ave. on Quelch Street Winnipeg, Man.

Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta



T-A STIFF TOOTH CULTIVATORS

To Show Them is to Sell Them!

Built in Three Sizes: 7, 9 and 11 Teeth

For thorough cultivation and weed eradication the Tudhope-Anderson Cultivator is the best machine sold. Heavy, strong, yet light in draft. Exceptional clearance. Stiff, sagless frame. Individual, adjustable pressure on each tooth. Easily adjusted for cut. Hard, crucible steel points; any size points supplied as desired. Ask for full particulars.

GET A SAMPLE ON YOUR FLOOR—NOW!

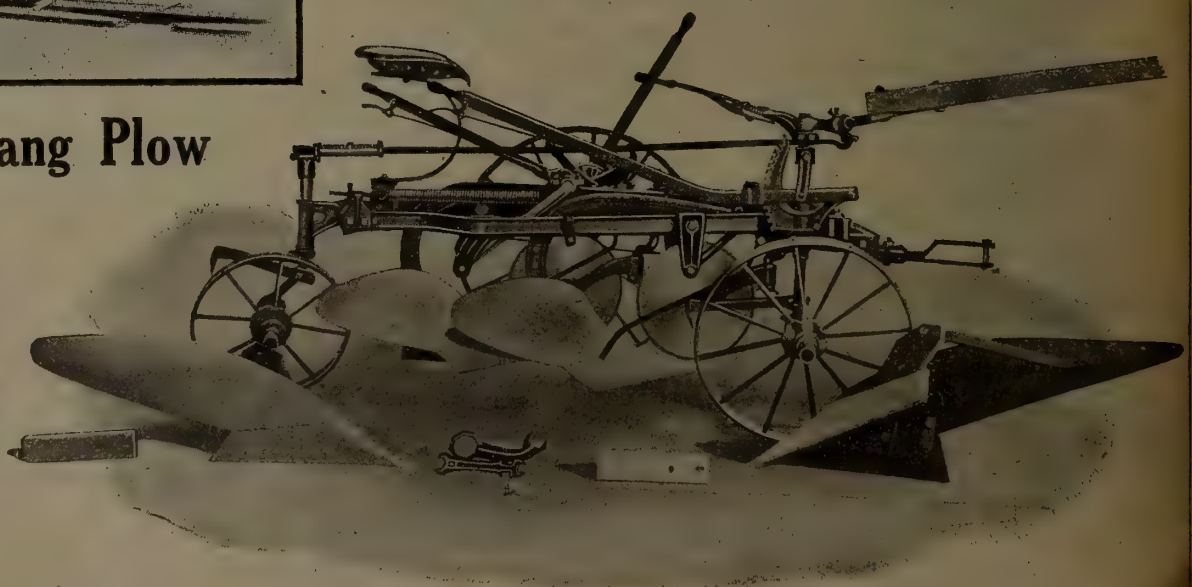
T-A High Foot-Lift Gang Plow

Furnished in Sizes:

12-in. Stubble 12-in. Breaker
14-in. Stubble 14-in. Breaker

We illustrate this plow equipped with stubble boards and points, and breaker bottoms alongside—front and rear view. All equipped with 15-inch swivel rolling coulters. T-A high lift gangs are supplied with 4, 5 or 6 horse hitch, as ordered. Built of highest grade materials and possessing exclusive features found in no other gang.

Ask for Prices and Literature on our Disc and Moldboard Plows



TUDHOPE-ANDERSON CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 7 WINNIPEG, CANADA, JULY, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

UNION BANK OF CANADA

Head Office : Winnipeg

LOANS for LIVESTOCK

THE UNION BANK OF CANADA is prepared to make loans to good farmers on reasonable terms, to purchase cattle for feeding or breeding purposes.

It is in the best interests of farmers to increase their herds.

Consult the Local Manager for particulars.

Paid Up Capital - - $5,000,000.00
Deposits Over - - - $85,000,000.00
Total Assets Exceed - - $109,000,000.00

THE PIONEER BANK of WESTERN CANADA

HAIL — FIRE — LIVE STOCK INSURANCE

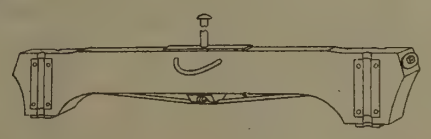
LIFE — AUTOMOBILE — TORNADO
While in Garage or on Road

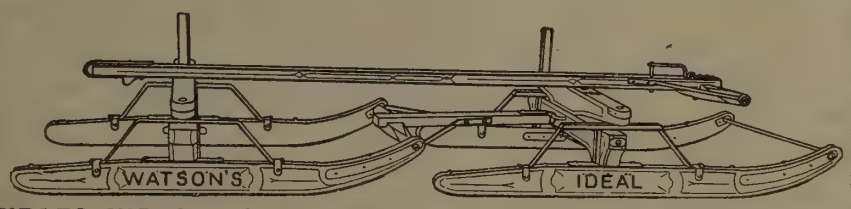
CARSON & WILLIAMS, BROS., LIMITED
720-726 Union Bank Building Winnipeg
PHONES (Private Exchange) MAIN 6112-3

CASH TO LOAN
On First Mortgage Improved Farm Property

APPLICATIONS FOR AGENCIES INVITED

WATSON'S SLEIGHS





EXCLUSIVE FEATURES

We have instituted more practical improvements on Sleighs than any other manufacturer. This line is our specialty. In design, material, finish and value our Sleighs are the leaders.

BIGGEST CARRYING CAPACITY

It's the way we make them. Size for size' carry heavier loads, have lighter draft, and hold the road better than any other Sleigh made. Farmers know—and ask for a Watson's Sleigh.

THE DEALER WHO HANDLES WATSON'S IDEAL FARM AND BUSH SLEIGHS GETS THE SLEIGH TRADE

"Ideal Sleighs are made in all sizes, Steel or Cast Shoes. The weakest point in a Sleigh is the bench. Note our Special Trussed Bench—a patented feature. The quality of our woods is unequalled: Runners—white oak; Benches—grey elm or oak; Poles and Reaches—heavy white oak. Only well seasoned, straight grained woods are used in Watson's Sleighs. Heavy steel bracing throughout. Scientifically designed runners—point of contact directly below bench. They ride on the top of the road—no skidding. Our Cast Shoes, curved up at rear, allow backing. Don't wait for the snow, investigate Watson's Sleighs and you will handle no other.

WE CARRY REPAIRS FOR ALL MOLINE IMPLEMENTS AND JANESVILLE PLOWS

John Watson Mfg. Co. LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

YOU MUST SERVE MRS. FARMER!

She Needs a Machine and she's going to get it.
WILL IT BE FROM YOUR STORE?

"DOMINION" Sewing Machines

Repairs and Accessories for all makes of Sewing Machines

Write Repair Department.

You can meet and beat any competition by selling "Dominion" Sewing Machines. Just read our warranty and description of the honest construction and fine mechanical efficiency of these machines. Ask for our special descriptive literature for dealers and liberal agency proposition. It's a money-maker.

GET CATALOG AND PRICES

The Dominion Sewing Machine & Phonograph Company
80-82 LOMBARD STREET, WINNIPEG

WHY NOT USE HORSE SENSE?

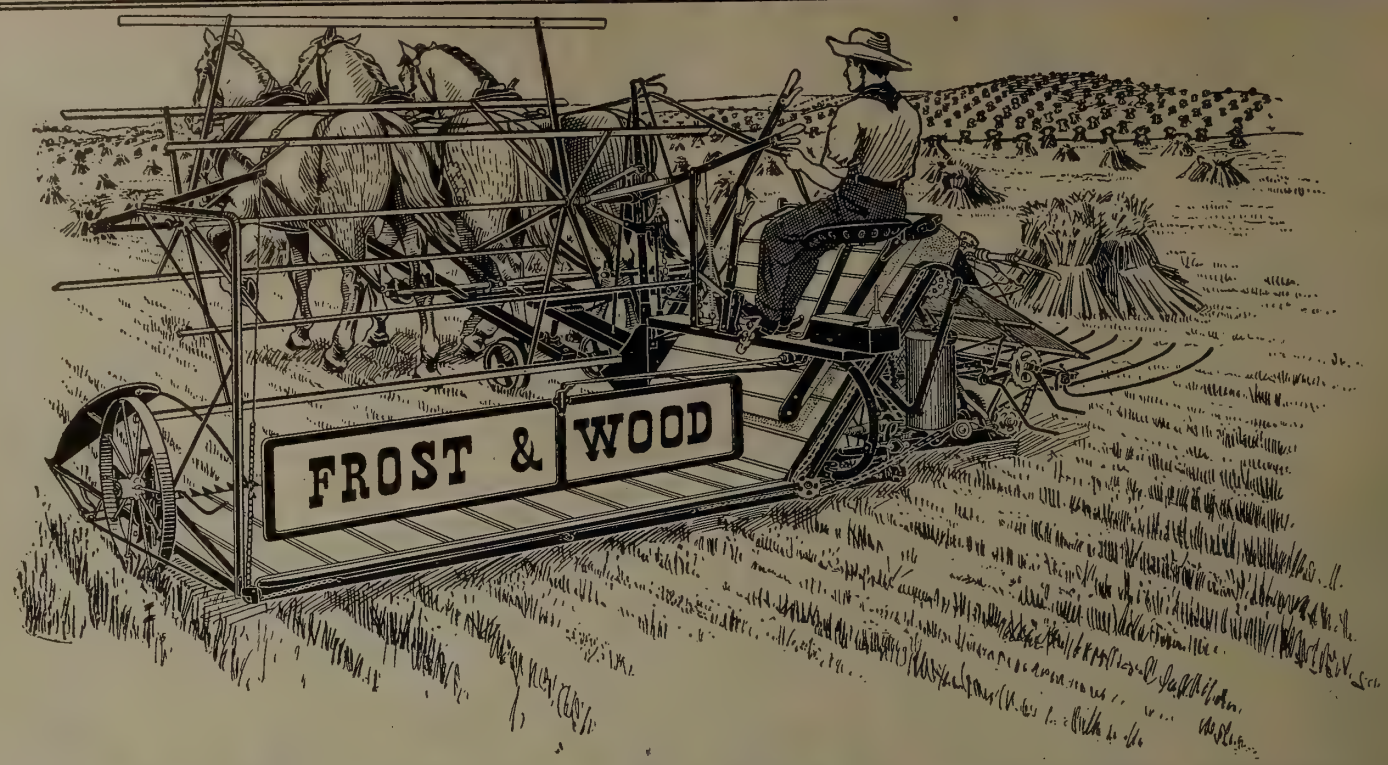
Not a Horse or a Mule in Western Canada (if he could talk) but would tell you that he could do 25% more work if you would clothe him comfortably with "Horse Shoe Brand" Collars, Harness or Saddles.

Sold only by legitimate and honourable dealers all over Western Canada, and Manufactured in Western Canada only by

THE GREAT WEST SADDLERY COMPANY
At WINNIPEG, CALGARY, EDMONTON, REGINA and SASKATOON.

SEND FOR CATALOGUE AND PRICE LIST TO DEALERS ONLY

SIDE LINES:
We sell wholesale, to the dealers only, Mitts, Gloves, Moccasins, Automobile Tires, Spark Plugs and Auto Accessories, etc., etc.



FROST & WOOD BINDERS

HAVE MANY SPECIAL FEATURES THAT APPEAL TO EVERY FARMER

THIS Binder is built especially to suit the harvesting conditions of Western Canada. Many years' service has demonstrated that its ability to cut and bind heavy, light or tangled crops is unsurpassed by any machine on the market. Recommend it strongly to your customers---and impress upon them the necessity of ordering early to insure having their machines when wanted. There is going to be a big demand for Binders next month. Avoid disappointment and loss by ordering now.

These Points Appeal Strongly to the Practical Man

STRENGTH—Frame and wheels are made of high-carbon steel. All are securely braced to stand up to the roughest work.

DRAFT—An exceptionally well-balanced, light-draft machine. At every point where friction could occur we have put generous sized Roller Bearings. See Binder folder for diagram of them.

OPERATION—Inexperienced help can operate the Frost & Wood successfully. All levers are conveniently placed and easily worked. Handles any kind of crop satisfactorily.

ELEVATION—Canvasses and rollers are so arranged that straw is sent forward to the packers in best possible shape for tying. None wasted or lost—everything that is cut gets to the sheaf.

KNOTTER—Without exception the most successful knotter on the market. Requires no expert attention, ties accurately and securely.

ECCENTRIC SPROCKET WHEEL on the Binding Attachment relieves the machine of the "jerk" so common on other Binders when the sheaf is being discharged. Read about it in special Binder folder.

See Cockshutt Light Tractor Power Lift Plows at work in the Brandon Light Tractor Plowing Demonstration on July 17th, 18th and 19th.

COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA CALGARY SASKATOON

Distributing Points: RED DEER LETHBRIDGE EDMONTON BRANDON PORTAGE LA PRAIRIE

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 7 WINNIPEG. CANADA, JULY, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

RETAIL MERCHANTS OF MANITOBA HOLD CONVENTION

On June 12, 13, and 14, the Manitoba branch of the Retail Merchants' Association of Canada held its third annual convention in the Industrial Bureau, Winnipeg. This was the most largely attended convention ever held by the association, around three hundred delegates being in attendance from all over the province. Throughout the whole convention the business was transacted with remarkable despatch, the arrangements being perfect. On the opening day the members were welcomed to the city by Mayor F. H. Davidson, who referred to the sterling worth of the merchants of the province.

In his annual report, Secretary J. H. Curle stated that at the end of the financial year the affairs of the association were in a very satisfactory condition, the balance in hand being $727.11. At the end of May there were 1,100 members in good standing in 174 branches of the association in Manitoba, of which 509 are members of the Winnipeg branch, and 591 in branches throughout the province.

The secretary emphasized the importance of developing community spirit in our small towns, spoke on the Workmen's Compensation Act, the recovery of small debts, peddlers' licenses, taxation and freight rates.

President's Address

President C. F. Rannard, Winnipeg, in his address, commented on the necessity for conscription, and stated that thrift, self-sacrifice and determination were necessary to bring the war to a successful conclusion. He stated that prohibition had had a very beneficial effect upon retail trade, that merchants carried larger stocks and had quicker returns. Accounts had been paid more promptly and children were better clothed and fed. Service was emphasized, the president contending that satisfactory service was the keynote of good salesmanship.

He urged upon merchants to make a united effort to place business upon a cash basis. Credit was no longer necessary, and in the past it had caused a heavy loading of interest, bad debts and had been the indirect cause of inefficiency in retail trade. "The successful merchant," said Pres. Rannard, "will support to the best of his ability the local newspaper, churches, schools, and every good organization that helps to build up the community. We must buy right, advertise right, sell right and adopt a general store policy that is right towards our customers."

On June 13, a conference took place between the manufacturers, (who were also holding a convention in the city), the wholesalers and the retailers. A representative of the Canadian Credit Men's Association stated that eventually unwarranted credit was the result of the vast majority of failures in the retail trade. He considered it necessary that the farmer be educated to do business upon a cash basis, taking loans from the bank and relieving both wholesaler and retailer from the credit burden. A strong fight was made against increased freight rates and cartage charges. A special meeting was held by the wholesale and retail hardware merchants, H. Annis delivering an address on conditions in this line during the past three or four years. Manufacturers, it was stated, had been very fair with wholesalers so long as their stocks of raw material lasted. Prices were thus kept down and the consuming public benefited thereby. Manufacturers stocks at a low price have been exhausted, and the wholesaler is now stocked with high priced goods, upon which at some future time he will take a loss. It is likely that it may become a thing of the past for the wholesaler to solicit orders in the fall giving prices for spring delivery, at least until prices seek a fair level.

Conservative Business Advised

In the opinion of the speaker the cartage and boxing charge enters into the laid-down cost of the goods, and the resale price of the merchant should be based upon his laid-down cost. It is an axiom that the ultimate consumer pays the freight, boxing and cartage, and also the retailer's profit. In his closing remarks the speaker said that hardware merchants must think of the time when wheat will sell below the dollar mark.

"You must not carry into this period," said he, "accounts receivable that cannot be collected within a reasonable length of time.

"Nor must you carry into the time when goods will reach a normal price level a large stock of high-priced goods upon which you will take a loss.

"The present conditions are framing up a situation that will bankrupt any merchant that fails to heed these facts and does not shape his course to meet them.

"Place yourself so that you are in a position to meet competition, by having cash on hand instead of worthless accounts receivable, and do your buying to meet your requirements only, until we reach safer ground."

Resolutions Adopted

On the closing day of the convention resolutions were passed dealing with the Pure Food Act, Bankruptcy Act, standard prices, co-operative insurance and commercial training in the University of Manitoba. In connection with cartage charges, a resolution was adopted stating that these charges would no longer be paid by retailers after September first.

Considerable discussion took place on the subject of forming a mutual insurance association, a resolution being passed stating it was advisable to organize along the lines as had been done by the Saskatchewan Association.

New Officers Elected

The officers elected for the ensuing year are: President, J. W. Kelley, Winnipeg; first vice-president, R. J. Campbell, Brandon; second vice-president, F. Sparling, Winnipeg; secretary, J. H. Curle, Winnipeg; treas., T. A. Connell.

The association also agreed to request the government to arrange for a peddler and hawker license by the registration plan so that the tax-paying retailers will not have to meet this form of competition.

Inspiring Addresses Delivered

The leading feature of the convention was a series of splendid addresses by E. B. Moon, director of the department of community and trade betterment for the "Farmers Review," Chicago. In the United States, Mr. Moon carries on several retail stores and has a great reputation as an exponent of better business methods. He gave addresses on the following subjects:—"Getting the most out of Business"; "Meeting Outside Competition," and "Community Building."

It would be impossible in our restricted space to give these addresses in full, but we append herewith some interesting excerpts:—

"In Western Canada, as in the United States, trolley lines will be built which will tend to still further draw the country trade to the larger centres. The small town merchant will face a still bigger problem, for mail order competition will steadily increase.

"As the wants of the people also increase, the retailer will find that there are some lines which he cannot profitably handle, and in such lines he should co-operate with the city and send his customers there. It was the biggest mistake of the United States merchants that for 25 years they fought the bigger towns instead of co-operating with them.

"Organized business is what you need. You must have an efficient accounting system. It allows you to enlarge your business along the right lines. It is a check on all your departments, and is the only way you can be an efficient buyer and an efficient seller.

"There is often a cause of great dissatisfaction in the fact that one man cuts his prices and another retailer sells at a legitimate profit. I am no advocate of price-cutting. I have little sympathy for the man who hasn't recognized the danger of cutting prices in a haphazard manner without knowing where he is going. The day is coming when only an efficient retailer will be able to run a business—an organized store.

The Old Time Traveller

"The old travelling man was an instructor to the merchant. He told all about the goods he had. To-day the traveller rushes into the store and out again. More time should be spent by the travelling man with the merchant, and the latter should look at the goods even if he does not want them. He is the hired servant of the community—its purchasing agent. Let us have the old-time travelling man and merchant back again, because the knowledge of the merchandise is the first necessary thing in retailing.

Informative Advertising Essential

"You have got to tell the people what you've got in your store. You've got to advertise. Advertising is the modern way of reducing overhead. Advertise by telling the people the goods you have in your store. Put sales talk in your copy. Give 99 per cent. of your space to describing your goods and 1 per cent. to price.

"In carrying on a retail business I have told you of the necessity of organization, proper buying and selling, proper training of clerks and thoroughly efficient advertising, but beyond these there is no mistake but that advertising has built the mail order business to its present gigantic proportions.

"It can safely be said that the mail order house has been the patentee of informative advertising copy. Instead of using publicity advertising, such as too many manufacturers, wholesalers and retailers still use, the mail order house tells the customer what he wants to know about the goods.

"The mail order house by using informative copy has got a deal of the trade, and the only way that we can win it back is to fight these concerns with their own weapons. 'Informative copy' is simply telling the customer about the goods, how they are manufactured, their quality and use, and it also creates a desire in buyers to examine the goods and eventually brings them to your store.

"Advertising is publicity. Yes, but you must rather realize that advertising is salesmanship on paper. You would fire every clerk you have if they tried to sell goods in the same manner that you do in the local paper.

"It is also essential that the retailer sell the goods in the quantities that the farmer wants to buy. The farmer no longer wants to buy in small quantities as he did in the pioneer days, and you must advertise the goods in the quantity that he desires, or he will seek for them elsewhere.

Use Mail Order Catalogues

"Get the mail order catalogue and study their description of the goods that you are selling. If you cannot write as good copy when putting on a competing line, use their copy. Get out circular letters with a good description of the merchandise; advertise seasonable lines, as do the mail order concerns, and in a very little time you will find that you will retain more than half the business which now goes out of your town. Start out with good advertising and stay with it. Every merchant must have a proper plan of publicity. You must figure out for months ahead and advertise seasonable goods at the right time and in the right manner. Watch the publicity matter of the catalogue houses, how they follow this plan, and emulate their example.

Mailing List Essential

"Whether you are selling dry goods or farm machinery your store is not complete unless it has an up-to-date and complete mailing list. The mail order house knows the efficiency of a list and uses it. You want the father and mother, and the children, too, on your list.

"Community building is only another phase for co-operation, brotherhood, team-work. According to the last census of the United States, taken in 1910, 18 out of every 25 small towns were losing in population while the cities were growing proportionately larger. There is a line at which this growth becomes a menace, both to the city and town. It means too much wealth in one spot and too much business centralized in one city.

"After one year's work in the advancement of the community spirit in an Illinois town, I took a census of the neighborhood so as to find what the result was. The result of the census showed that 98 per cent preferred to purchase their goods from local merchants. In another town nearby where the community spirit had not been tried, a census indicated that 65 per cent. preferred the mail order house."

Canadian Manufacturers' Association Hold Convention at Winnipeg

The Canadian Manufacturers' Association held a three days' convention in Winnipeg, June 12, 13 and 14th, in the Fort Garry Hotel, this being the 46th annual meeting of that body. Over 100 delegates attended the meeting, a large number coming from Eastern Canada.

At the opening session the insurance committee reported on the exorbitant insurance rates in Canada, and pointed out the urgent need for steps being taken to prevent destruction of property by fire, and to get the rates reduced. It was shown that the per capita fire waste in different countries was as follows: Canada, $2.88; United States, $2.55; England, 50c; France 55c; Germany 25c. In the report it was stated that the work of fire prevention is of such importance that our municipalities would be fully justified in seeing that their firemen were specially trained for it by competent instruction, and encouraged to make it a life work having the status of a profession.

In his presidential address, Lieut.-Col. T. Cantley vigorously defended the Canadian Manufacturers' against charges of bleeding the country in war times, opposed tinkering with tariff, opposed government ownership of railways and referred to the Hudson's Bay railroad as a piece of "monumental folly." In his speech the president stated that the whirr of our Western binders will be to some ears the first notes of victory for the Empire.

"It has long been our boast," said he, "that as an organization we have no politics, that we are the slave of no political party; and let us hope that tradition will always be maintained. The real function of the association is to give service, to advance and protect the interests of Canadian manufacturers, to foster the growth of Canadian manufacturing industries, and to assist in the development of Canadian export trade."

In defending the manufacturer, the president pointed out that it was not accounted unpatriotic for the farmer to receive double prices for his wheat or for the artisan to receive $4.00 a day for work he gladly did for $2.50 a year before the war. Yet the manufacturer is scourged if he makes a profit on business which he accepts in many cases at a price below that paid to American and British manufacturers for similar work and service.

Secretary G. M. Murray showed how the association would this fall have a string of offices from coast to coast. He suggested a better legal department and better legal service. The establishment of a chemical department, and a commercial reference library were also required.

Vast Coal Resources

An important statement was made by Dr. Ruttan of the Government Research Council, who stated that Western Canada will have an abundance of coal within a very short time, at a cost about two-thirds the price of anthracite. This will be secured by a process for the treatment of the lignite coal lying in such vast quantities in Western Canada; and, according to the figures given by Dr. Ruttan, there can be turned out from Winnipeg from 100,000 to 200,000 tons per day. The whole scheme for such an undertaking is already complete and has been recommended to the government, the preliminary cost of equipment being given at $400,000.

A considerable difference of opinion took place as between the eastern and western members of the Association in regard to the proposed increases in freight and passenger rates. It was contended that this matter had been rushed through so that western interests had no time to consider it.

The business profits war tax also came in for discussion, and it was considered that Canada was raising only 10 per cent of her revenue for war purposes and that too heavy a financial burden would be left for posterity. An income tax on the whole community was considered advisable, and it was suggested that a land tax should be placed upon farmers in view of the agricultural prosperity now obtaining

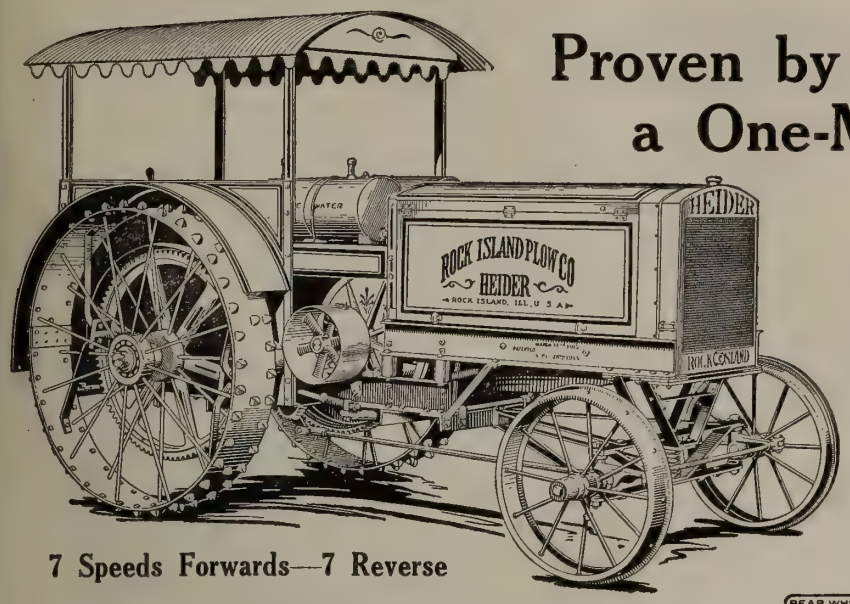
The Factory Act in Alberta and the Manitoba Government came in for considerable condemnation. It was considered that no one but a lunatic would invest money in factory enterprise in Alberta under such legislation.

A strong resolution was passed favoring conscription, and also a resolution calling for the abolition of the patronage system. Resolutions were also passed to assist in overcoming the car shortage and that a board of trustees be appointed to supervise all expenditures to railroads to whom advances had been made. An urgent need for more rolling mills in the Dominion was demonstrated. It was also decided to increase all membership fees of the association, such increases to yield an added revenue of approximately $20,000 per year.

Officers Elected

The following officers were elected for the ensuing year: Pres., S. R. Parsons, Toronto; first vice-president, W. J. Bulman, Winnipeg; second vice-president, T. P. Howard, Montreal; treas., J. F. Ellis, Toronto.

On Executive Council for Prairie Provinces—W. S. Fallis, W. A. Matheson, T. R. Deacon, W. R. Ingram, M. F. Christie, F. W. Drewry, Jas. Carruthers, H. R. Eade, Winnipeg.



7 Speeds Forwards—7 Reverse

Proven by 9 Years Actual Field Work a One-Man All-Purpose Tractor

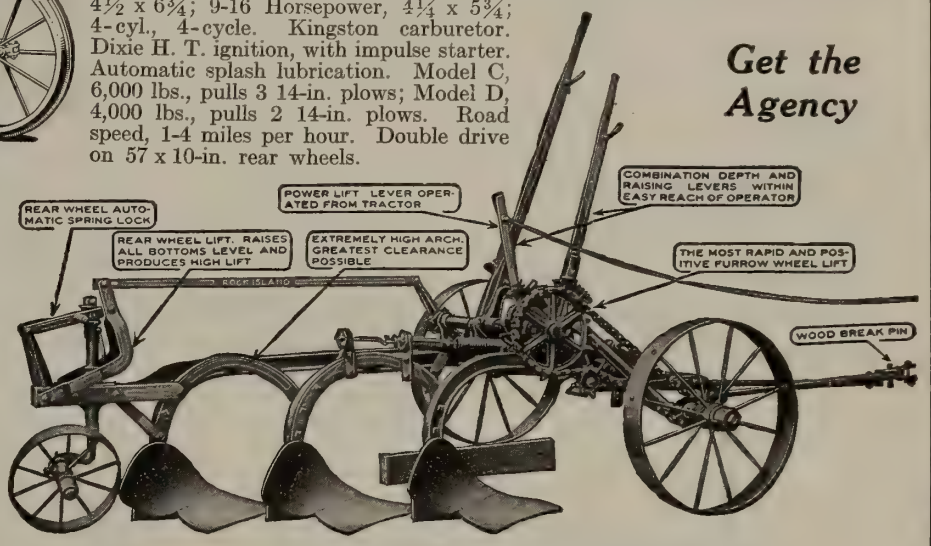
MODEL C 12-20 H.P. **HEIDER** MODEL D 9-16 H.P.

Heider Tractors are Manufactured and Guaranteed by a Company that has built quality Farm Tools for 62 years.

CONSIDER THESE POINTS OF MERIT

Burn kerosene or gasoline. Friction Transmission, no gears to strip; 7 speeds forward, 7 reverse. Heavy duty Waukesha motor, 12-20 Horsepower, 4½ x 6¾; 9-16 Horsepower, 4¼ x 5¾; 4-cyl., 4-cycle. Kingston carburetor. Dixie H. T. ignition, with impulse starter. Automatic splash lubrication. Model C, 6,000 lbs., pulls 3 14-in. plows; Model D, 4,000 lbs., pulls 2 14-in. plows. Road speed, 1-4 miles per hour. Double drive on 57 x 10-in. rear wheels.

Get the Agency


REAR WHEEL AUTOMATIC SPRING LOCK
REAR WHEEL LIFT. RAISES ALL BOTTOMS LEVEL AND PRODUCES HIGH LIFT
POWER LIFT LEVER OPERATED FROM TRACTOR
EXTREMELY HIGH ARCH. GREATEST CLEARANCE POSSIBLE
COMBINATION DEPTH AND RAISING LEVERS WITHIN EASY REACH OF OPERATOR
THE MOST RAPID AND POSITIVE FURROW WHEEL LIFT
WOOD BREAK PIN
ROCK ISLAND

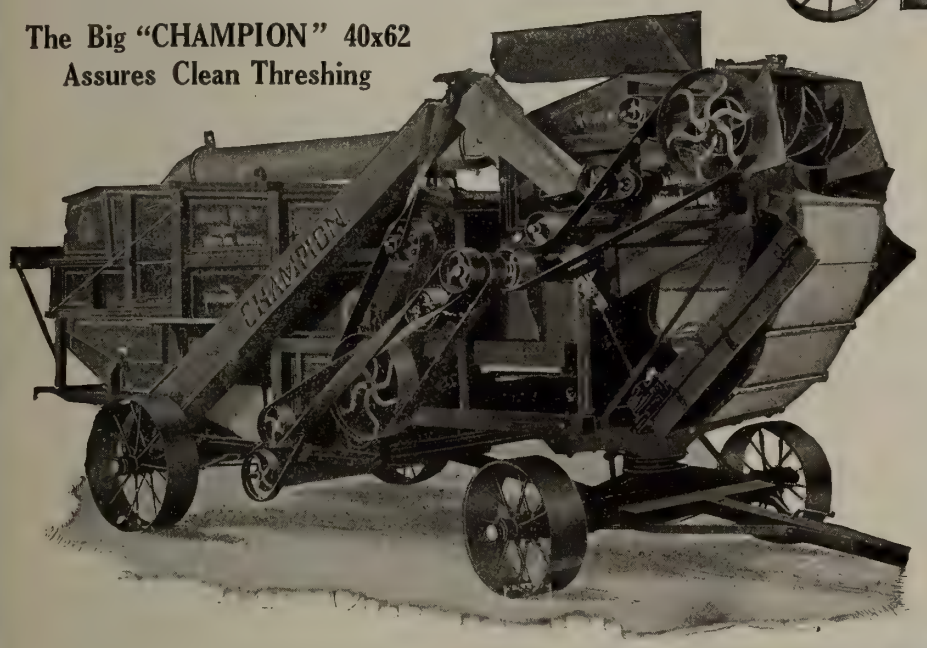
ROCK ISLAND PLOWS

2, 3 or 4 Bottoms---Breaker or Stubble

The Tractor Plows with the Front Furrow Wheel Lift---Suit any Type of Tractor

Extra strong material; heavily braced throughout; high arch beams. Front furrow wheel always running in furrow bottom gives quick, positive traction. Simple, positive clutch. Famous C. T. X. bottoms. High and level lift. Extra wide wheels. Rigid hitch permits backing. Every tractor owner is a prospect for these plows.

The Big "CHAMPION" 40x62 Assures Clean Threshing

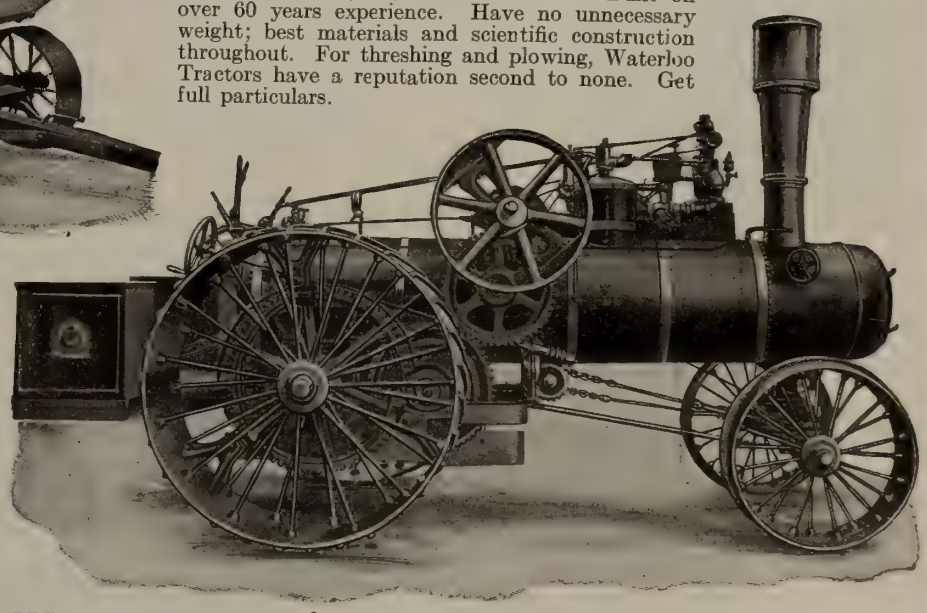


"WATERLOO CHAMPION" SEPARATORS—ALWAYS RELIABLE

Made in sizes—24 x 36, 28 x 42, 33 x 52, 36 x 56, and 40 x 62. The name is an absolute assurance of dependability and long service. Grain, time and money savers. Deliver the grain in marketable shape in the sack—not the stack. Handle any kind of grain perfectly, regardless of condition. Quiet in operation, easily adjusted, well balanced, free from vibration. Every part guaranteed to give your customers perfect satisfaction.

"WATERLOO" STEAM TRACTORS

In sizes—16, 18, 22 and 25 H.P. Built on over 60 years experience. Have no unnecessary weight; best materials and scientific construction throughout. For threshing and plowing, Waterloo Tractors have a reputation second to none. Get full particulars.



SEE OUR LINE AT THE FAIRS

Watch the Heider Tractors in operation at Brandon Plowing Demonstration, July 17-19. See our display at Regina Exhibition July 23-27. Make our tent at both fairs your headquarters, and look over the famous "Waterloo" line.

TO OUR NUMEROUS FRIENDS AND PROSPECTIVE CUSTOMERS

Reports have been circulated that we are not stocking repair parts for "Heider" Tractors and Rock Island Plows. We wish to inform all interested that such statements are bare-faced misrepresentations. We have a stock of over $100,000 worth of repairs, including parts for all lines of machinery handled by us and will continue to give our customers service worthy of our reputation. Any statements to the contrary are untruths. We are making the above assertion in order to counteract statements which are being circulated.
"Heider" Tractors and Rock Island farm machinery will henceforth be included with our popular line of Threshing and Farm Power machinery.

Write at once for our attractive Proposition to Dealers on Waterloo Threshing Machinery, Heider Tractors and Rock Island Plows.

The Waterloo Manufacturing Co., Ltd.

Western Head Office: **Portage La Prairie, Man.**

Branch Office: **Regina, Sask.**

Dairying and the Dealer

With milk selling in the cities at 6½ cents a pint, and butter at between 40 and 50 cents, it becomes evident that dairying is a mighty profitable business in the Canadian West. From the dealers' viewpoint, the sale of dairy equipment and supplies is a line that can no longer be neglected. Dairy farming pays and the farmer that milks a goodly number of cows has the ready money that makes him a good customer for the retail merchant. He is a liberal buyer and a cash buyer.

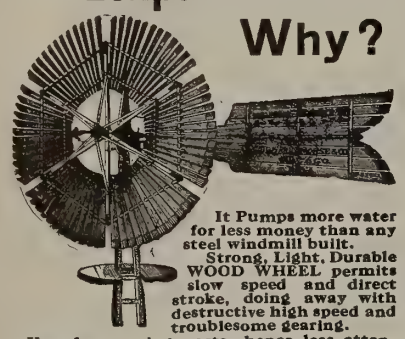
The community where dairying is developed is without exception a prosperous community. In such a community you will find large, well-built barns with all the latest improvements and equipment, and you will find, too, modern farm homes that compare favorably with homes in the cities. It would seem, therefore, that the implement dealer, from the standpoint of his own interest, should do everything in his power to develop and stimulate the dairy industry because of the greater buying power of the dairy farmer and because of his greater ability to pay.

The business of dairy supplies is always growing in any dairying district. At first a man may only want a cream separator. As time advances and his herd increases, he realizes the need of an engine for separating and for pumping water for his stock. Later he sees the value of proper barn equipment, steel stanchions, stalls and water bowls. A litter carrier and track is a natural development in the barn.

Later on he buys a silo, and possibly a silo filler and ensilage cutter. Labor is scarce and high priced, and as the herd grows the need for a mechanical milker becomes evident, so that high priced help may be done without.

Gradually advancing in prosperity, this type of farmer becomes one of the best paying customers for the dealer, for implement dealers who know will assure you that they prefer the dairyman's trade above all other classes of farmers. Not that they are any better men, but principally because they get their money every month, sometimes more often, and the dealer can look for settlements from dairymen whenever they get their milk check, while with the average farmer they are compelled to wait until after harvest, and can only expect settlement about once a year. In boosting the dairying business the dealer is directly building a profitable trade. Get into the dairy supply business—it will pay you.

ALL RAILROADS USE
The 'Eclipse' Windmill
Why?



It Pumps more water for less money than any steel windmill built.
Strong, Light, Durable WOOD WHEEL permits slow speed and direct stroke, doing away with destructive high speed and troublesome gearing.
Very few wearing parts—hence less attention necessary.
DON'T SELL A WINDMILL UNTIL YOU KNOW MORE OF THE "ECLIPSE."
Write for Free Booklet
The Canadian Fairbanks-Morse Co., Limited
Saskatoon WINNIPEG Calgary

Equal in appearance, mechanism and tone to a $150 Machine. Retails at less than half the price

WHY MISS PROFITS?
Put a Record in This Machine—
You Don't Need Sales Talk
The "VIOLA"
(Registered)

Place a "VIOLA" on your floor; play it and it will speak for itself. This machine has a sweet, mellow tone, clearer and more melodious than machines at double the price. Full-sized, solid oak cabinet, beautifully finished. Plays any make or size of record. Holds 70 records underneath. Artistic appearance—embellishes any home. Hundreds of agents are making big profits and satisfied customers selling the "VIOLA." Don't lose this chance of keeping the phonograph trade right at home. You have scores of prospects in your district. Is there a "VIOLA" agent in your town? If not——

GET THE AGENCY—NOW

The Dominion Sewing Machine & Phonograph Company
80-82 Lombard Street, WINNIPEG
We carry a full line of British and Canadian Records

Preliminary Crop Estimates

The Northwest Grain Dealers' Association has issued a preliminary estimate of the acreage under crop of various grains in Western Canada. The following acreages are estimated:

Wheat, 1916, 13,800,000; 1917, 12,750,000; 7.6 per cent decrease.

Oats, 1916, 6,976,000; 1917, 7,470,000, 7.1 per cent increase

Barley, 1916, 1,335,000; 1917, 1,400,000; 4.6 per cent increase

Flax, 1916, 637,000; 1917, 690,000; 8.3 per cent increase .

On June 7th, 3,350,000 bushels of wheat were in transit, and 165,200,000 bushels had been inspected to date. The quantity of grain in store at country points was 10,675,000 bushels, with 1,500,000 bushels still to market; 9,500,000 bushels oats and 1,000,000 bushels barley were estimated to be still in the farmer's hands.

A report on June 26 from 202 points throughout the west, indicate that nearly the entire crop is from 10 days to two weeks later than last year. Coarse grains are exceptionally backward, and the crop generally is late and short. Notwithstanding this at the above date, the crop looks quite as well as it did at the same date in 1915, when we got record crops. The present crop has a good root and has now got a fair supply of moisture. The great difference between this year's and the 1915 crop is that the latter went in mainly on summer fallow; the 1917 crop went in mainly on stubble.

Interesting the Separator Prospect

It has been proven repeatedly that the gravity process of raising cream is as obsolete on the well-managed farm as the cross-bow on the battlefield. Gravity raised cream is not only apt to be sour when skimmed, but it also has been exposed to dust and germs from the air. There is a waste of butter-fat when the gravity system is used; gravity raised cream is so old and sour when skimmed that it seldom can be shipped successfully. It cannot be churned economically, because it is too thin. The customer who has a prejudice against all cream separators should be reminded that the old-style dairy means waste, long hours and unnecessary work, writes Clement White, in the De Laval Monthly.

There is a continuous round of utensil washing, heavy lifting, fire building, etc., and at best there is so much butter-fat wasted that it is only an accident if profit is derived from the operations.

WHY THE "STANDARD" IS STIRRING THINGS UP IN THE CREAM SEPARATOR TRADE!

WHY are dealers everywhere, who know its advantages, hot foot after this Canadian-made money maker? Why is the contagion spreading all over Canada, United States and other countries? The answer is: There are sound business reasons. The

STANDARD

is the finest out-and-out profit maker for both dealer and customer ever offered. Any time, in open competition, alongside any other machine, regardless of where it is made, the Standard wins out on its merits.

If you want the proofs, just send for our literature and make comparisons. See Government Dairy Schools' confirmation of close skimming (down to .01 and less).

Compare the Standard's low supply can, exclusive self-oiling system, interchangeable capacity feature, etc., etc., with any other good machine—then listen to our attractive dealer proposition. Write for it to-day.

The Renfrew Truck Scale often sells on sight; it is government inspected, weighs accurately and can be wheeled anywhere. Booklet on request.

MADE IN CANADA

The Renfrew Machinery Co., Ltd. HEAD OFFICE and WORKS: Renfrew, Ontario

Under present day conditions it is imperative that waste be reduced to a minimum if a dairy business, whether large or small, is to return a profit.

When a good cream separator is installed the work and worry caused by the old gravity system vanish over night. More butter-fat is secured; the cream is smooth, of the proper consistency, and is sweet and pure. It sells at top prices; the increased quantity of butter-fat, together with the top prices commanded, will quickly change an unprofitable dairy into a money-making business.

Variation in Cream Tests

There are several factors causing cream tests to vary, among which is the speed of the separator Ordinarily the speed is fairly uniform, but even with care there is apt to be a slight variation. An increase of speed usually produces a higher testing cream, while a decrease of speed produces a lower testing cream as well as inefficient skimming. The biggest change in speed is brought about when there is a change in persons operating the separator.

The rate of milk inflow also influences the fat test of cream. When the separator tank is kept well filled and the faucet is turned on full, the cream test will be lower than when the milk stands low in the supply tank or the faucet is wide open. If a small amount of high testing cream is desired, the simplest and easiest way to produce it is to cut down on the rate of milk inflow by partially closing the milk tank faucet.

The amount of flushing of the bowl influences the cream test. The more skim-milk or water that is used the lower the test. Other factors such as temperature of the milk, cleanliness of the bowl, and balance of the bowl, have their influence upon the fat per cent. in cream and may play an important part in causing it to vary.

War and Business

The effect of war on business has been all to the good in Canada. In a U.S. paper a number of large Canadian concerns gave testimony that their business had been eminently satisfactory.

The International Harvester Co. of Canada reports that it expects to be "fully occupied for some time after the war is over." The Studebaker Corporation of Canada reports an increase of 80 per cent in net sales for 1916 over those of 1914. The National Cash Register Co. reports that 1916 business was 40 per cent. greater than in 1915, with collections exceptionally good, while the De Laval Company stated that it had manufactured more cream separators than ever before in the history of the concern.

To Help Belgium

The United States has already done nobly in aiding the Allies financially in the war, but it is with pleasure that we note the fact that the United States Government has generously assumed all financial responsibility for the work of the Commission for Relief in Belgium. The National Relief Committee, formed in Great Britain at the start of the war, will accordingly suspend its appeals to the public. This course of action is in accordance with a suggestion made by Mr. Hoover, who did so good work in Belgium. During the existence of the British organization over $12,000,000 was subscribed in Great Britain for the relief of oppressed Belgium.

Massey-Harris Warehouse Burned

On June 24th the large Massey-Harris implement warehouse and offices at Lloydminster, Sask., were completely destroyed by fire. The fire occurred early in the morning, and despite all efforts, large quantities of valuable machinery were destroyed. The damage, which was partly covered by insurance, will total several thousand dollars.

Some farm equipment merchants have competitors and some just other dealers in town.

Separator Output in Sweden

During 1916, Sweden exported cream separators to the value of $276,073. This line of machinery and other dairy appliances are made by a great many concerns in that country. One of the largest, located at Stockholm, claims a total output to date of about 2,000,000 implements. Another company reports a net profit of $217,000 in 1916, extension of its plant, and an increase of capital from $1,608,000 to $2,680,000.

TRAVELLING COLLECTOR for the fall season to commence about September 1st. Saskatchewan territory. Character, habits and record must stand closest investigation. In first letter state your age, what business experience, minimum salary. Address FARM MACHINERY, P. O. BOX 117, REGINA, SASK.

Eleven Good Reasons
See the Difference
BETWEEN THE
NEW DE LAVAL
AND OTHER
CREAM SEPARATORS
This "Warning Signal"
Insures proper speed on
Get more Cream out of your milk pail with a
NEW DE LAVAL
CREAM SEPARATOR
"I certainly showed good judgment when I bought an ALPHA."
ALPHA
Give your cows summer pasturage next winter
Don't go through another winter without a good silo
Decide now to put up an
25 times as much interest as the savings bank pays
An IDEAL GREEN FEED SILO
will pay 100%—and do it every

ARE YOU GETTING THE BENEFIT OF THIS ADVERTISING?

If you were selling the De Laval line you would be.

De Laval advertisements are appearing every week in the leading farm papers of Canada.

This advertising is creating business. People to whom you sell goods see it and read it.

That is one reason why the demand for De Laval Cream Separators, Alpha Engines, and Ideal Green Feed Silos is growing every month.

The other reason is the recognized superiority of the De Laval products themselves.

De Laval agents get more and better sales helps than do the agents for any other line. They find it easy to make sales not only because they are selling the best goods but because they are selling the best advertised goods.

Send in your application for a De Laval contract and let the De Laval advertising in the farm papers and elsewhere work for you.

THE DE LAVAL COMPANY, LIMITED WINNIPEG MONTREAL VANCOUVER PETERBORO

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Ackland's Now Distributors For Hero Fanning Mills

It is announced that in future all sizes of the New Improved "Hero" Fanning Mills will be distributed by the firm of D. Ackland & Son, Ltd., Winnipeg, the well-known implement specialty and wood goods concern.

Hero fanning mills have for many years been well and favorably known to the implement dealers throughout the Canadian West. In a recent issue we gave some particulars of the reorganization of the Hero Manufacturing Company, who produce these mills. This company is now under entirely new management, and with increased capital. The plant has been added to and a steady output of Hero mills will be maintained right along, so that customers will have no difficulty in having orders filled.

By the new arrangement the Hero Manufacturing Co., under Manager A. L. George, will concentrate on the production of Hero mills. The output of the plant will be distributed to dealers through D. Ackland & Son, whose large staff of travellers cover West Canadian territory. Hero fanning mills will be sold only through the retail trade; they will be marketed through no other channel, so that the Western Canadian farmer will only be able to procure these mills through the local dealer. Considerable improvements have been made on the mills, which are manufactured in three sizes—24, 32 and 48 inches. It is stated that the screen capacity in each model has been added to, and other constructional alterations made to further increase the efficiency of the mills.

Orders for these mills can be placed through the travellers of the Ackland organization in Western territory, while all orders direct should be sent to the distributors, D. Ackland & Son, Ltd., Winnipeg. Under the new arrangement we feel sure that prompt shipment and good service will be given dealers who get the agency for the sale of these fanning mills, which have had an excellent reputation for many years.

Binder Engines Adaptable

The rapid growth of the light weight engine business has been largely due to the fact that they are adaptable for driving a considerable number of machines, a job impossible for the old type of heavy engine, as its weight and excessive vibration precluded any attempt to mount it on machinery. Not only are these light weight engines used on binders, but also on combination threshing machines, potato diggers, corn binders and thresher harvesters. In 8 h.p. sizes they are used for such machinery as corn pickers and hay balers. The success of the engine application to a binder stimulated the use of a similar engine with other field machinery.

In general, the application of an engine to a binder is the same in all cases. By means of a universal, adjustable binder bracket a light 4-h.p. engine may be attached to any standard binder without changing the binder in the least, attachments having been worked out for all known makes of binders.

The engine is mounted in such a manner that a simple direct chain drive operates from a clutch sprocket on the engine to a double sprocket on the pitman shaft of the binder. The bull chain on the binder is removed, the engine operating the cutting, elevating and binding apparatus. Consequently, the only work of the horses lies in pulling the binder out of gear, which in almost all cases can be done in any field by two horses.

Visit Brandon's Big Fair, July 16th to 21st, 1917

This annual event is always looked forward to in anticipation of a pleasant time. It is the official provincial exhibition of the Province of Manitoba, and it is pleasing to know that it is growing bigger and better every year. The directors have been encouraged by the liberal patronage they have received, and have not hesitated to provide the equipment in keeping with the provincial exhibition. Throughout Manitoba it is regarded as the farmers' fair, and the week is set apart as the farmers' great annual holiday.

The exhibition is expanding, new features are being added every year, with a view of making an educational event, as well as a week of pleasure. The exhibit of live stock generally seen at this exhibition exceeds that of any other exhibition in Canada, both in number and quality, and a record exhibit is expected this year.

The industrial exhibit, especially farm machinery and farm implement display is not surpassed on the continent. This year all the leading manufacturers in Canada, and the United States have secured space.

New features are introduced this year, including an immense exhibit from the Canadian Pacific Railway and Natural Resources Department. The Dominion Live Stock Branch, Ottawa, the Manitoba Government and Agricultural College have a joint exhibit. Provincial Board of Health, Child Welfare Exhibit, and a special Art Exhibit from the National Art Gallery, at Ottawa.

The light farm tractor plowing demonstration introduced last year, and which proved such a huge success is being repeated this year. This is not a competition, simply a demonstration, tractors doing actual work. This demonstration takes place on the farm adjoining the fair grounds each morning of the week of the fair.

The amusement features are on an elaborate scale. The platform attractions are entirely new to the West, and the midway will be absolutely free of any objectionable features. Horse racing has always been an attraction at this exhibition, and a galaxy of speed horses are entered for each event.

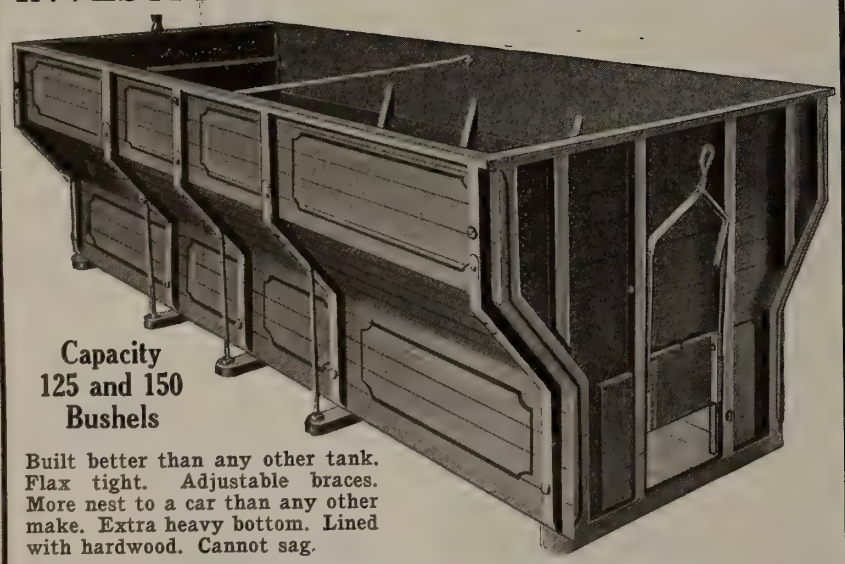
Friday, the last day of the exhibition will be an automobile day. Automobile races will be the principal features in front of the grand stand. The different railways have been generous toward the association this year, and have granted single fare rates from all points in Manitoba and Saskatchewan, tickets on sale July 14th good to return up till Monday the 23rd. In addition, thirty one-day excursions have been arranged for.

Large Exports of Tractor Attachments

A report from the E. G. Staude Mfg. Co., St. Paul, indicates that there is a great sale in Great Britain for tractor attachments for automobiles, to be used in agricultural work. A firm in London, Eng., sent a rush order to the St. Paul concern to ship at top speed 500 Staude Mak-a-Tractors. As a result every individual in the Staude concern donned overalls and got busy. The 500 attachments were assembled in ten hours, and then the work of crating commenced—each attachment requiring two separate crates. The 500 sets were assembled, crated and loaded on the cars in less than 29 hours, and forwarded, by express to New York, where a steamer lay awaiting the shipment. The net weight of the shipment must have been considerable for it is stated that the express charges were over $9,000.

Don't guess when it comes to figuring your overhead expense.

DEALERS: RIGHT NOW IS THE TIME TO INVESTIGATE "HERO" GRAIN TANKS



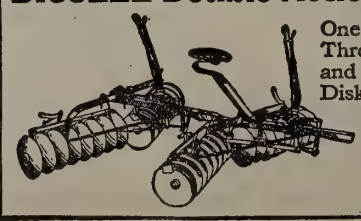
Capacity 125 and 150 Bushels

Built better than any other tank. Flax tight. Adjustable braces. More nest to a car than any other make. Extra heavy bottom. Lined with hardwood. Cannot sag.

Prompt Delivery Guaranteed. Large Stock on Hand.
GET OUR AGENCY OFFER ON THIS BIG SELLING LINE

Hero Manufacturing Company, Ltd.
(UNDER NEW MANAGEMENT) WINNIPEG, MAN.

BISSELL Double Action Harrows will thoroughly cultivate and pulverize any soil.

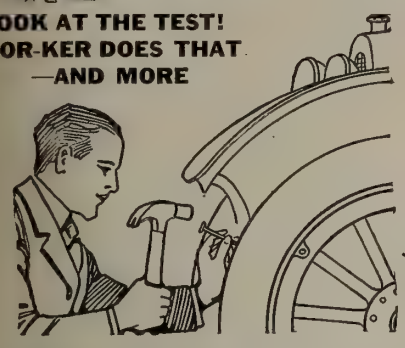


One Harrow is Out Throw; the other is In Throw. They are simply constructed, rigid and durable. The Gangs are flexible and the Disk Plates are so designed that they "hang" right into the soil. Bissell Harrows are built in sizes and weights suitable for horse or tractor use. Write Dept. E for free catalogue. 98

T. E. BISSELL CO., LTD., Elora, Ont.

SEE ALSO ADVERTISEMENT ON PAGE 25

"Kor-ker" Puncture Cure



Driving Nail Into Tire Treated with Kor-Ker Puncture Cure. This is the strongest proof any one can ask and will convince the most skeptical.

LOOK AT THE TEST!
KOR-KER DOES THAT
—AND MORE

DEALERS:
HANDLE
THIS LINE

"KOR-KERIZE"
YOUR TERRITORY

EVERY AUTOIST
WANTS KOR-KER

Cures Punctures—Prevents Blow-outs and Preserves the Tires

Thorough practical tests with Kor-ker for five years have proven that this puncture cure MAKES GOOD under the most adverse conditions. Simply a scientifically prepared liquid which is pumped into the inner tube, taking up only 6 per cent of the air space. Does not affect the resiliency of the tire. When the tube is pierced, Kor-ker fills the hole instantly and permanently. The tire is always firm—always rests on the tread, eliminating blow-outs. Kor-ker not only stops all punctures and slow leaks but has a preservative effect, adding greatly to the life of the tube. Kor-ker is a necessity for every cyclist and motorist. Arrange for territory now. Ask for dealer's booklet and full particulars.

Get Our Special Offer to Dealers.
Someone will Sell Kor-ker in your town.
LET IT BE YOU. WRITE NOW.

KOR-KER SALES COMPANY, LIMITED
902 CONFEDERATION LIFE BLDG. WINNIPEG, MAN.

PRICE and QUALITY

We are manufacturing a full line of

HARNESS

of best possible Quality and lowest possible Price.

Our "CROWN" Line

of Harness will give you every satisfaction, and we invite your visit and inspection at our warehouse in Regina, corner of South Railway and Albert Streets.

Write us for Catalogue and Let us get Acquainted

Heney Carriage & Harness Co. Ltd.
MONTREAL
Representative: ESTABLISHED 1875
BERT CONWAY, P.O. Box 33
REGINA SASK.

You Cannot Handle a Better Individual Outfit than Cushman Light-Weight Combination Threshers

The 1917 Model

Tested and Tried in the Field---Leads in its Line

WE HAVE added many improvements to our 1917 model, and in simplicity of construction and operation, also in quality of materials and durability, we know that it stands alone in the combination thresher field. Low cost of repairs, absolutely uniform speed, smooth running, perfect balance, coupled with the ability to do good work under all conditions, mean absolute satisfaction to the purchasers of Cushman Combination Outfits. The frame of the 24x46 inch Separator is strongly and substantially built, and is braced to stand all stresses and strains. And behind all is the famous smooth-running Cushman Light-Weight Engine.

Every Outfit Equipped with the Famous Cushman 2-Cylinder, Light Weight Engine

BUILT IN THREE SIZES:

8 H.P. with Straw Carrier and Hand Feed
15 H.P. with Wind Stacker and Hand Feed
20 H.P. with Wind Stacker and Self Feeder

DEALERS! The 1916 demand for these outfits far exceeded the supply. Get your orders in at once so as to ensure delivery.

THE rigid, strongly braced frame is equipped with a sliding base for regulating the tension of the belt. Our system of bracing—together with the smooth-running, light-weight Cushman Engine—eliminates vibration. Separator is equipped with Automatic Grain Register when desired. Cylinder has 62 teeth; concaves and drums are of the best design. Revolving straw decks give perfect separation of grain from straw. The shoe used cleans grain so that it is ready to market. Our Elevator and Windstacker have exceptional features that ensure efficient work, while the Self-Feeder is automatically governed so that the Separator cannot be over-loaded.

NOW IS THE TIME TO SECURE THE AGENCY FOR THE FAMOUS CUSHMAN BINDER ENGINE

SEE THE CUSHMAN LINE AT THE FAIRS—BRANDON, JULY 16-20; REGINA, JULY 23-27; SASKATOON, JULY 30-AUG. 3

CUSHMAN MOTOR WORKS OF CANADA, LIMITED

Dept. E. WHYTE AVENUE and VINE STREET, **Winnipeg, Man.** **Distributing Warehouses: Toronto, Ont. and London, Ont.**

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres

Washing Machine Trade

Do you know that the power washer sale is one of the most profitable sales that you can make? There are not many other lines you sell that pay as good a margin. Then, too, when selling a good line of power washers there is no comeback, no necessity for expert work. When the sale is made it is a closed affair, except the good words your store gets as a result of furnishing your customers with goods that please.

After the line is selected and sample received, particular pains should be taken to display the machines in a way that they can be practically demonstrated. There should be room enough around the machine so that the prospects can see the working parts, can use the wringer and, in fact, get a definite idea of the way the machine does its work. It is well to make up a list of prospective buyers and allow the manufacturer to send them letters and circulars soliciting orders. In the letters, no prices should be quoted. The prospect should be referred to the dealer for prices and demonstrations.

Getting a machine or two into different sections of your territory helps speed the growth of your power washer sales. Having a machine or a number of machines on your sample floor ready for demonstraton is the most effective way of making sales and getting the interest of probable buyers who come to your store.

Get both the husband and the wife to operate one of the machines themselves; in this way you soon get them interested in the outfit. The window demonstration or display is very valuable and helps bring many people to the store who would not otherwise think of coming to see the washing machines or possibly on any other business.

Tabulating the Needs of the Customer

In following up future business one dealer keeps a card index of his customers, with a 5 x 7-inch card made out for every individual customer. This card tells the acreage, principal crops, and kind of implements that will probably be needed during the next year, the proposed buildings that the farm requires, whether or not an automobile is kept, the credit standing of the customer and other facts that go to make a record of the potential value of that farm owner to the dealer. Across the top of the card are initials of all the various implements and materials that customers may buy. If a prospect is likely to want a cultivator, for instance, a blue tab goes at the proper point on the card. There are other marks on the card, dividing it up by months. If the dealer wants to talk to that cultivator prospect in May, a yellow marker goes on the card in the May column.

Such a record is of great use to the dealer. If a salesman calls with a good line, say, of washing machines, the dealer can simply go through his cards and size up the possible demand he has for these machines. He gets a close line on the prospects without trying to ransack his brains. The same system applies to any implement or article of equipment. If necessary different indexes can be kept showing tillage tools, harvesting machinery, engines and accessories, and so on. Every month the cards can be gone over, and the prospects for that month noted for the various lines. It saves the dealer the labor of remembering when all of these possible sales are likely to come to a head; he has it in black and white and can tell at once who is on the market for lumber, hardware, cement or implements.

By means of such a record the dealer keeps in touch with every prospect in the district, and has a distinct advantage over the man who has not the slightest idea when the farmer is going to need lumber, cement or hardware for his new barn, or when he wants to invest in a new separator. The data for such records can be readily gotten from telephoning the customer, for the average farmer is always ready—possibly to get rid of you—to give future dates when he will be open to buy various lines of goods.

THE MAYTAG DOMINATES THE POWER WASHER WORLD

THIS is another Maytag year—a year of unparalleled achievement for Maytag dealers and for us. It is going to be a year when the Canadian housewife will recognize more than ever before the unquestioned superiority of Maytag Washers.

Maytag supremacy was last year demonstrated by turning into Maytag stores the most tremendous volume of business ever recorded for a Power Washer utility, and now it's going stronger than ever.

Logically, it will be easier for you to sell a half dozen Maytags than a single washer of less merit. But, you **must have the goods to sell.** Don't lose a single chance to cash in on every sales advantage which is bound to be yours if you are prepared to meet the natural desire for this, the most remarkable seller in the Power Washer world.

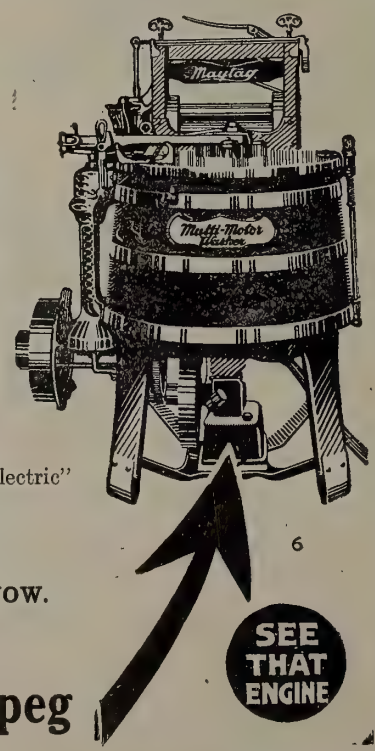
Put the Influence of this Tremendous Maytag Supremacy BEHIND YOUR STORE

THE MAYTAG POWER WASHER

Equipped with Pulley, to be driven by a separate Engine

THE MAYTAG MULTI-MOTOR WASHER

Complete with Engine and Reversible Swinging Wringer



HAVE YOU JOINED THE ARMY OF WIDE-AWAKE DEALERS WHO ARE HANDLING OUR LINE OF WASHERS?

In addition to the machines shown are two other Washers, "The Maytag Electric" and "The Maytag Combination"—Hand or Power, making the

FOUR BEST WASHING MACHINES IN THE WORLD

Write for prices and particulars re Exclusive Contract, and do it To-day—**NOW.** Send for our Thresher Supply Catalogue. You will need it this Summer.

SEE THAT ENGINE

The Maytag Company, Ltd. Winnipeg

Cockshutt Gangs in Ontario

The Ontario Department of Agriculture, in purchasing tractors, plows and harrows for work in Ontario counties, has to date purchased Cockshutt engine gangs and disc harrows for these counties; Peterboro, Hastings, Waterloo, Renfrew, Norfolk, Essex, Halton and Carleton.

The Latest Attachment

"What's this?" asked the automobile owner, as the deputy sheriff thrust a folded paper into his hand.

"That," said the deputy, "is a new attachment for your car. I'm putting them on a great many of our finest machines this summer."

Minnesota Dealers Incorporate Association

The Minnesota Retail Implement Dealers' Association has been incorporated under the laws of that state. The officers of the association will be a president, vice president, secretary and treasurer. The association's headquarters will be at Owatonna, where C. I. Buxton, secretary treasurer is located.

Sisal Fibre Still Advances

On June 15 the Comision Reguladora, controlling the Yucatan sisal supply, made an expected advance on sisal fibre. No previous change in the price of sisal fibre has been made since last January when the Comision raised the price from 14½ to 16½ cents per pound. The price is now 18¼ cents New York, and 18 cents Gulf ports, an advance in New York of 1¾ cents.

Manila fibre still stands at very high prices, fair current manila being quoted in New York at 25 cents, or 7 cents higher than the new price for sisal fibre. The sisal concern give as a reason for the advance in the price of sisal fibre, that products imported into Yucatan have been advanced from 50 to 70 per cent, while increased insurance on cargo and shipping justifies the advance. Java sisal has advanced 2¼ cents per pound, and East Africa sisal 2¼ cents. Stocks of sisal fibre in Yucatan are said to be exceptionally heavy, but owing to shipping congestion stocks in the United States are almost nil, according to a report in the Cordage Trade Journal.

These present prices for Mexican sisal fibre constitutes a new high record. On January 5, 1916, the price at New York was 7⅛ cents; in June, 1916, 10 cents; in December, 1916, 13½ cents; in January, 1917, 16½ cents; and now 18¼ cents. These figures show the steady advance in price of this vital product. The above fibre authority shows that since January, 1916, the price of sisal fibre has advanced 11⅛ cents a pound and the price of manila 14 cents per pound.

The advance in the price of sisal fibre will not affect the price of twine for this harvest, as the leading twine concerns have plenty of stock in hand for their needs. The last twine prices given will prevail until the domestic demand is fully supplied. This condition might not have obtained if the whole of the winter wheat area in the United States had given good crop prospects, but at this writing it will seem that the slump in the winter wheat belt in the United States will ensure plenty twine for the coming harvest. The advance of sisal fibre, however, is bound to have a drastic effect on the cost of producing binder twine for the 1918 harvest.

The "Standard Times"

We recently received the June issue of the "Standard Times," a breezy house organ published by the manufacturers of "Standard" cream separators, the Renfrew Machinery Co., Renfrew, Ont. This separator has achieved marked success during the years it has been upon the market. Its success is largely due to exclusive features, chief among which are a thorough self oiling system, low supply can, easy turning, patent spindle clutch, interchangeable capacity and gears enclosed in an absolutely oil tight housing, the gears running in oil. These and other features give this machine a reputation for being durable, easy running and trouble proof. It has a very favorable reputation in dairy circles.

Visit the Exhibit of the
George White & Sons Co., Ltd.
At the **Brandon Exhibition** and become conversant with
THE FIRST QUALITY LINE
Also see the Famous
WHITE "ALL-WORK" Tractor at the Plowing Demmonstation

PUMPS
AND
Clothes Reels
Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street, Brandon, Man.

Important Announcement

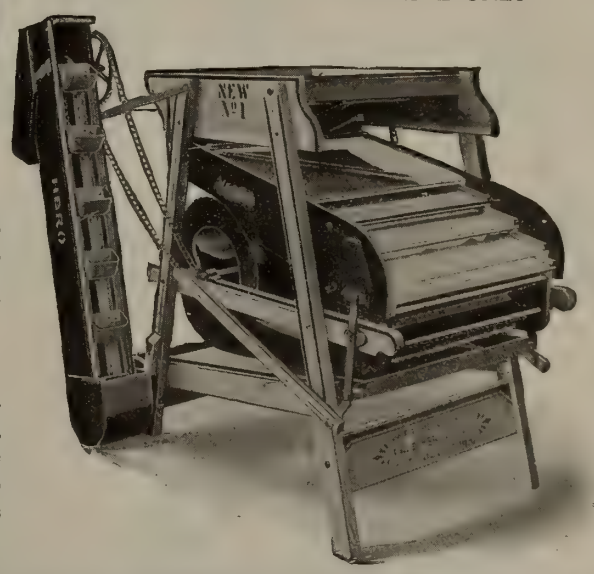
Three Sizes :
24, 32, 48-inches

Farmers Demand
"HERO"
Fanning Mills

Dealers : We are now Sole Distributors of
THE NEW IMPROVED
"HERO"
FANNING MILLS

These mills are now being manufactured in large quantities in a completely re-organized factory, thoroughly equipped for quick production. The New Improved "Hero" Fanning Mills are not sold by any Mail Order concern, either under this or any other name. They will be

SOLD THROUGH THE TRADE ONLY



Known to farmers everywhere as the most efficient mills made. Greatly increased screen capacity; exclusive features in construction. We guarantee the New Improved Hero to clean more grain and to do better work than any mill of similar size on the market, and we guarantee delivery.

SEND US YOUR ORDERS

See the Ackland Traveller, or send all orders and correspondence direct to D. Ackland & Son, Ltd., Winnipeg. Don't delay. A big demand this Fall. Write at once for full particulars, prices and terms. The dealer who handles the "Hero" can get the fanning mill trade in his district.

Manufactured and Guaranteed by the HERO MANUFACTURING CO., LTD.

Exclusive Sales Agents for Western Canada

The Best Place

D. Ackland & Son, Limited

Calgary
Edmonton

TRADE D&S LTD MARK

65-68 Higgins Ave.
Winnipeg

The Best Goods

The Motor Industry in the United States

During May the U.S. National Automobile Chamber of Commerce gave some interesting figures on the automobile business in that country. The figures given may be taken as absolutely accurate:

In the report it is stated that there are in the United States 450 automobile and motor truck plants, and 825 body, parts and accessory plants. Automobile and truck dealers number 25,924, and garages 23,868. There are 12,171 automobile machine shops and 2500 exclusive automobile supply houses. It is further estimated that there are 915,000 wage earners in the automobile industry in the United States.

During 1916, 1,493,000 passenger cars were manufactured in the United States, and 90,576 commercial vehicles. The average wholesale value of passenger cars produced in 1916 was $575. On December 1, 1916, there were registered in the U.S. motor vehicles to the number of 3,541,738, of which it is estimated that 40 per cent are owned by farmers. In Iowa there is a car to every 13 individuals.

The total registration and other fees paid by motor owners last year in the United States amounted to $28,889,167. The twelve largest companies produced in 1916 80 per cent of the total output of cars, 438 concerns producing 20 per cent between them. Passenger cars to the number of 61,941 were exported, and trucks to the number of 18,903, a total export value of $96,595,861.

In the last five years 718 companies in the motor vehicle business have gone out of business. The average percentage of profit made by automobile manufacturers during 1916 was 12 per cent, and the percentage of advertising appropriation to the total sales was 2 per cent.

In the last two years, it is stated that the cost of labor has advanced 25 per cent, and the cost of materials from 30 to 400 per cent, dependent on the type of material. In the United States, automobile plants are now located in 32 states.

The Handy Trailer

As an adjunct of the automobile the trailer is now commanding a big sale and one that will increase as time passes. A well-designed and properly-constructed trailer will carry its rated load smoothly and easily at the usual speed of the car, and will last as long as the car itself. In many parts of America the trailer is revolutionizing the delivery system of farmers. It is found with solid or pneumatic tires, with two or four wheels, special hitches, ball bearings, etc.

Every farmer knows that a locomotive will haul more than it can carry. Thousands of farmers own automobiles these days, but continue to haul their produce to town with the two-horse wagon just as their fathers did before them. The farmer who has a car is a live prospect for a trailer, and the dealer who has an eye on bigger profits should prepare to cash in on the demand.

The general farmer needs a trailer because the very nature of his undertakings compels him to transport various kinds of goods. When we review the situation we find that it isn't as difficult a proposition to find a farmer who needs a trailer, as to locate one who can dispense with the service offered by this efficient device.

Not only are sales made to the farm trade, but in town the dealer has a big demand for the trailer. For his own business he can use one to transport goods through the territory, while in town the grocer, butcher, hardware dealer, painter, tinsmith and well-digger are live prospects. In the case of a man who has already a small delivery truck, or who uses a commercial body on his car, the trailer can be added to the outfit giving greatly increased capacity without increasing overhead expense.

The trailer is easy to sell, because it is 100 per cent efficient. When it is coupled behind a motor car, the car is obliged to work for a living. The trailer is the ideal freight car for the farmer; to say nothing of its remarkable degree of efficiency. It is the cheapest vehicle for the transportation of goods which can be found. Dealers who are going to benefit by the development of the automobile should investigate these vehicles, for they will be found a very profitable line in almost every community.

Width of Tires Important

Thorough tests with wagon wheels of various widths show that it takes a pull of about 91 pounds per ton of gross load when 1½ inch tires are used; 82 pounds with 2 inch tires, 74 pounds with 3 inch tires, 69 pounds with 4 inch tires and 66 pounds with 5 inch tires. Beyond 5 inch tires the pull commences to increase, so it may be taken that for the ordinary wagon and load there is no advantage in a tire wider than 5 inches.

From these figures it will be seen that a horse must exert itself about 23 per cent more to pull the same load with one and one-half inch tires, and over ten per cent more with two-inch than with three-inch tires. Any such steady, needless strain on the strength of horses, avoidable by substituting wide for narrow tires, is a waste of the farmer's assets which he will be quick to see when pointed out.

For a medium 2-horse wagon, weighing 4,500 pounds loaded, three-inch tires are recommended; for a standard 2-horse wagon, weighing 6,800 pounds, four inch tires. A heavy 2-horse wagon, weighing 7,500 pounds loaded, should have five inch tires.

In this matter of tire widths the advantage to the farmer is obvious. He can work his team to better advantage, and can haul heavier loads with the same team. He can haul the same load with less effort on the part of the horses, while every time the wide tired wagon goes over the road it rolls it instead of cutting it up. By the use of wider tires the average farmer can reduce considerably the amount of money which must be spent in the community to keep the roads in proper condition for use.

Good Prospects in Southern Alberta

Southern Alberta, as served by the Lethbridge railway district, has in crop this year slightly more than 1,450,000 acres of land. This is the largest acreage in the history of that territory, showing in many districts an increase in wheat acreage of around 25 per cent over 1916. The total increase in crop is about 15 per cent over any previous year. With good weather the chances for Southern Alberta are the biggest crop in its history, not excepting the 1915 record breaker.

The Whole Hog

A contemporary points out that a dealer in North Dakota has recently bought the whole town, including the lumber yards, elevator, hardware and implement store, blacksmith shop, etc. Who said implement dealers were not progressive? We bet that this dealer, S. W. Humphrey, at Absaraka, N. D., can turn down credit in that community to a considerable extent, if he so desires.

Why not get into the potato machinery line?

RUSTAD'S Portable Grain Elevators and Track Loaders

MADE IN WINNIPEG

This is the best elevator proposition you can handle. Made right in Winnipeg. All castings semi-steel. Grain is conveyed by an endless chain and scrapers. Perfect regulation of feed from hopper. Tilting or swinging hoppers supplied as desired. The swivel hopper can't be beaten for track loading. Strong flexible spout. These elevators cannot clog and give satisfaction where other elevators cannot work.

See these Elevators at Brandon, Regina and Saskatoon Fairs

Shaft with loose and drive pulley provided for engine attachment. A 2½ h.p. Engine drives the elevator easily. For filling granaries, or elevating feed to lofts and for loading cars, this machine has no equal. Strong warranty goes with every elevator. Dealers write AT ONCE.

Rustad Elevators control the Trade.

We handle Kerosene and Gasoline Engines from 1½ to 20 h.p.

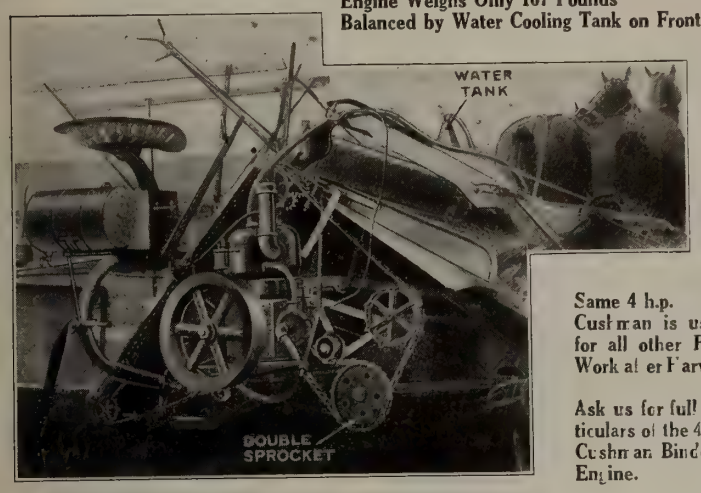
HENRY RUSTAD, Manufacturer

277 HUNTLEIGH STREET WINNIPEG, MAN.

Cushman Binder Engines For All Farm Work

SAVE A TEAM on the BINDER

Engine Weighs Only 167 Pounds
Balanced by Water Cooling Tank on Front



Same 4 h.p. Cushman is used for all other Farm Work after Harvest.

Ask us for full particulars of the 4 h.p. Cushman Binder Engine.

The 4 H.P. Cushman is the original and successful Binder Engine Thousands are in use every harvest—saving horse flesh and saving grain. A binder is not complete without a Cushman Engine.

The Cushman saves horses, saves grain, saves time and saves the binder.

Sell the Cushman—the one binder engine that is used in the grain fields all over North America, from Texas to North Alberta; **the one binder engine** that has ten years of successful field work behind it; **the one binder engine** that has proper attachments to fit any make of binder in use.

The Cushman is water-cooled and cannot overheat on all-day run in hot harvest field like engines not properly cooled.

SEE THE CUSHMAN LINE AT THE FOLLOWING FAIRS:

Brandon, July 16—20; Regina, July 23—27; Saskatoon, July 30—Aug. 3

Cushman Motor Works of Canada, Ltd.

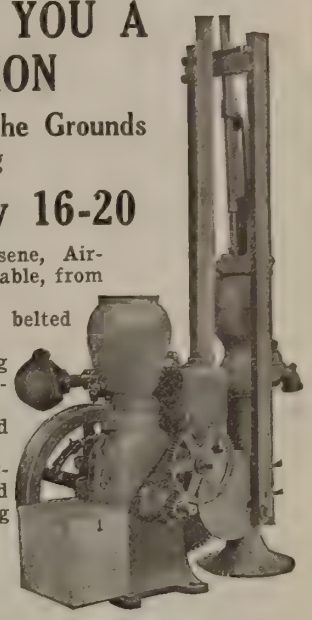
Builders of light weight, high grade Gasoline Engines for all Farm Power Work

Dept. E., Whyte Ave. and Vine St., Winnipeg, Man.

DEALERS: WE EXTEND YOU A CORDIAL INVITATION

Make our Permanent Building on the Grounds Your Headquarters during

Brandon Exhibition, July 16-20



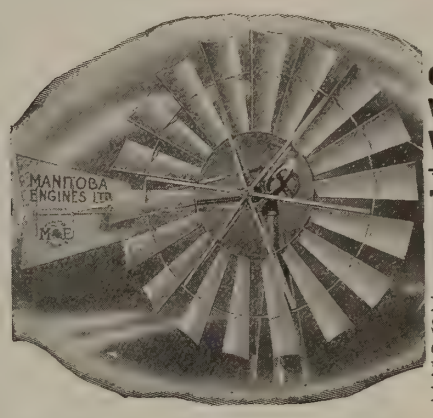
"Manitoba" Engines, Gasoline and Kerosene, Air-cooled and Water-cooled, Stationary and Portable, from 1½ to 30 h.p.

Pumping engines with combined jacks or belted jacks.

"Manitoba" Pull-in Windmills, for pumping or power, 8 and 10-ft. wheel, 20, 30, 40 and 50-foot towers.

Wood and Iron Pumps, Windmill, Force and Lift Pumps.

Post and Floor Feed Grinders, 8, 10 and 12-inch Roller Crushers, 2 and 3-roll; Steel and Hardwood Frame Saws, Belting, Washing Machines, etc.



Our Lines are made in the West for Western needs. We invite Your Inspection

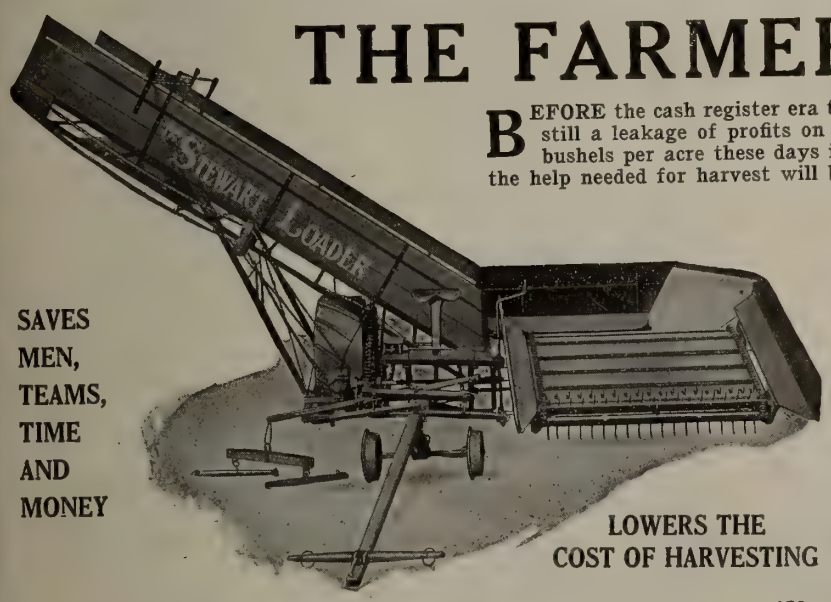
The "Manitoba" Line is at Your Service

Every item fully guaranteed. Better quality goods at less cost. Sell, satisfy and stay sold. If you cannot visit the Fair, write for our latest catalog showing our complete line.

MANITOBA ENGINES, LIMITED

Brandon, Man.

THE FARMER'S CASH REGISTER



BEFORE the cash register era there was a leakage in many stores. All the profits were not gleaned. There is still a leakage of profits on every farm where a Stewart Sheaf Loader is not used, for a grain wastage of two bushels per acre these days is a vital factor in the harvesting of the crop. Selective conscription means that the help needed for harvest will be inadequate. Never was there greater necessity for

STEWART SHEAF LOADERS

These machines insure economical harvesting. They save your customers money—replacing an average of FIVE MEN on every outfit. They do the work better than the most skilled help and keep the farmer's money in the community, to the benefit of every merchant therein. Hand pitching and grain waste are obsolete on the modern farm.

SAVES MEN, TEAMS, TIME AND MONEY

LOWERS THE COST OF HARVESTING

DEALERS: LATE ORDERS MAY MEAN YOUR LOSS

This year our output is necessarily limited. Send your contracts NOW, so that you may ensure delivery. A machine that saves $15 to $30 daily during harvest needs few selling arguments. Line up your demand and write at once. Get full particulars. There's money in this line for you.

We Also Manufacture Staude Mak-a-Tractors

The most efficient and remarkable tractor attachment ever built. Low in price. Attached to a Ford car it gives the farmer a tractor of guaranteed 4-horse ability. Plows deeper and faster; handles the binder; does all farm work better than horses and at lower cost. The Mak-a-Tractor attachment clamps on a Ford with four bolts. No holes to bore; 20 minutes changes it. Gear reduction in the attachment increases Ford power eleven-fold, and reduces speed proportionately. No strain on engine—the Mak-a-Tractor PUSHES the Ford ahead.

It has hauled 9,200 pounds of wheat up into an elevator on high gear—pulled a 40 x 60 Minneapolis thresher weighing 10,000 pounds, in stubble, on high gear, and has hauled a 25-ton house over dirt roads. Has pulled two 14-inch plows in virgin sod, seven inches deep, at 2½ miles an hour.

See the Staude Mak-a-Tractor in operation at Brandon Tractor Plowing Demonstration

Dealers: Get full particulars and prices on Stewart Sheaf Loaders, Threshing Separators, and Staude Mak-a-Tractors. Write To-day.

THE STEWART SHEAF LOADER CO., LIMITED

470 MARTIN AVENUE :: WINNIPEG, MAN.

Threshing Machine Concern in New Quarters

The Minneapolis Threshing Machine Co., well known as manufacturing the "Great Minneapolis Line," of steam and gas tractors, separators, power plows, etc., during July will remove from their old headquarters in Winnipeg, on Alexander and Yeoman, to their fine new warehouse and offices, 691-695 Henry Avenue.

The new home for the Minneapolis organization is of brick, fireproof construction, 100x125 feet. Part of the building is two-story, accommodating the offices

E. H. ROONEY
Manager, Minneapolis T. M. Co.

with large storage space in the basement. Heavy special machinery flooring is provided, and at the rear of the building is a loading platform facing a hundred feet of trackage, giving excellent shipping facilities. The offices are finely finished with hardwood, and the building throughout equipped with hot water heating. Splendid lavatory accommodation is a feature in the building, also a large fireproof vault.

The store room has an area of 29x60 feet, with a rebuilding space of 35x40 feet. In front is a large show room for the goods of the company, some 60x120 feet being devoted to display space. It is stated that the cost of the building will be in the neighborhood of $20,000. Manager Rooney reports that with greatly increased storage and shipping facilities, the Minneapolis Threshing Machine Co. will be in a better position than ever to give prompt service to dealers and customers.

This new branch house will be the Western Canadian headquarters of the company.

We reproduce herewith a very good photograph of E. H. Rooney, Canadian manager of the Minneapolis Threshing Machine Co., Mr. Rooney was born down in old Ontario, and has had a long experience in the threshing machine business. In 1893 he joined the forces of the Minneapolis Threshing Machine Co., at Fargo, N. D., where as manager he opened the Fargo branch of the organization. He was manager at Fargo for the company until 1912, when he was transferred to Regina, where he supervised the building of the Regina branch, later opening same as manager. Early in 1917 Mr. Rooney came to Winnipeg, as manager of the Winnipeg branch, and under his supervision the fine new western headquarters of the company have been erected.

A Car Loading Device

Robert Moir, an elevator man at Lomond, Alta., has invented a device for loading grain cars without the usual shovel work. It is reported that the Calgary Iron Works have obtained the manufacturing rights for the machine, and are now producing same in considerable numbers.

Order your goods early.

Twine Competition via a New Route

One of our readers was informed that Mr. Musselman, of the Saskatchewan Grain Growers' Association, had secured a large order of binder twine from the Walter A. Wood Co., of Hoosic Falls, N. Y., upon the plea that there was likely to be a shortage in binder twine. Back toward the end of April, the farmers' organizations announced through one of their officials that they had already sold 2½ million pounds of twine and that they had contracted for seven million pounds—twice the quantity sold by them in 1916.

Where the twine came from is now fairly obvious. The twine from the Walter A. Wood Co. was manufactured for export, and did not come under the domestic twine regulations of the United States, as to either quality or length, nor was it subject to the label regulations required for all binder twine for domestic consumption.

Such twine has been absolutely prohibited from entering Canada by the Dominion Customs regulations. Knowing this, the reader mentioned wrote the Department of Trade and Commerce at Ottawa to find out the facts of the case.

In an explanatory letter, F. C. T. O'Hara, Deputy Minster, replied that, on the statement of an Ontario twine manufacturing plant, twine production was seriously affected and orders had to be refused. Contrary to this statement, the largest manufacturers of twine in the United States advised the department that owing to the abandonment of winter wheat areas in the U.S., the twine supply would be ample in both countries.

The government, however, considered, on the statement of the farmers' organizations, that the Department of Trade and Commerce would be to blame if a shortage occurred, with the result that Deputy O'Hara wrote as follows:

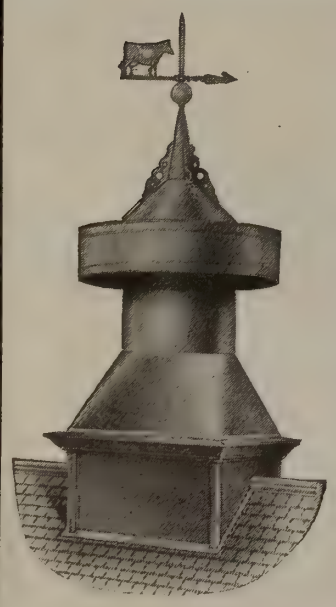
"An Order in Council was therefore passed permitting the importation of the twine on the understanding that attached to every sack will be a tag upon which the following words appear:

" 'This binder twine is imported under special license of the Minister of Trade and Commerce of Canada, and is not subject to the provisions of the Inspection and Sale Act of Canada.'

"This makes it quite clear," continued the letter of the Deputy Minister, "to any one purchasing the twine that the Inspection and Sale Act does not apply. This is merely to off-set the required conditions respecting the name of the manufacturer and the number of feet per pound in the ball to be marked on a tag attached to each ball, and was in no way intended to cover up short twine. It was represented to us that the twine was of the proper length."

The recipient of this letter then stated to the department that the farmers of Western Canada had no means of knowing the length of the twine and would, in buying same, be under the belief that they had the protection of the Inspection and Sale Act, as applied to all binder twine. In reply the Deputy stated with great equanimity that "any one can refuse to purchase this twine if they are not satisfied with the representations of the Saskatchewan Grain Growers' Association."

It may have been that the government labored under an inocu-



DEALERS:
There's a Big Demand for
"The Townsley System" of Ventilation
For Barns, Creameries and Schools

Recognized throughout America as the standard in ventilation, as well as lightning protection. Ventilators are made of heavy gauge galvanized iron, artistic and durable. Shipped ready to place on building. One hour sets them in position. Get full information and our special offer to dealers—NOW.

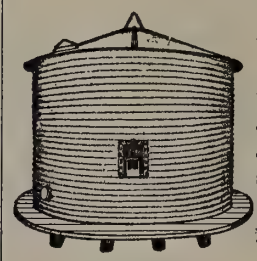
Ask us about the famous "Townsley System" of lightning protection. Safeguards life and property at very low cost. Handle these systems. Liberal profits for agents. Write us to-day.

See our Full Line on Display at Brandon and Regina Exhibitions

CANADIAN LIGHTNING ARRESTER AND ELECTRIC CO., LTD.
BRANDON MANITOBA

MAX

Portable Corrugated Granaries
BRING DEALERS
BIG, PROFITABLE BUSINESS



Twelve years' experience in building granaries for the West Canadian trade, assures dealers a product that will give satisfactory service. MAX Granaries are made in two sizes—850 and 1,000 bushels. Proof against fire, lightning, vermin and damp. Durable, strong and low in price. Shipped knocked down. Send your probable demand NOW, and let us quote you.

WRITE US TO-DAY FOR OUR LIBERAL AGENCY OFFER

Winnipeg Ceiling and Roofing Co., Limited
Manufacturers of Sheet Metal Building Goods and Farm Specialties
P.O. Box 3006 F.I. 4 Winnipeg, Man.

lated misapprehension regarding the chance of twine shortage, but the twine imported could not have been made by the Walter A. Wood Co., who, we believe, do not make binder twine. Where the twine was made is a point which is open to conjecture.

Why admit twine that was possibly short in length, when at least one of the big twine manufacturing interests had assured the authorities that there was plenty of twine for the West Canadian demand? We all know why the price of binder twine is high, and so does the farmers' organizations. There seems to have been no necessity whatsoever for the special importation of this twine for western territory, a twine likely of inferior value, and possibly made by convict labor, when there was an adequate supply of twine through the usual channels. The only reason evident is a desire to pacify or cater to the farmers distribution sources, as found in the organization mentioned.

It is obvious that with price as a consideration the dealer will have to meet this twine competition this year. In all laws covering the production of binder twine in the U.S., when twine had to be tagged as to length per pound, a leeway is allowed, usually of 5 per cent. When the present stringent twine law was made in Canada, the Dominion Twine Inspector published a rule for testing, as follows:

"Take a sample ball; press strands close together and note number required, lying side by side, to make an inch. Every strand within the inch will represent 50 feet to the pound. If ten strands lying side by side make one inch, then a pound will contain 500 feet; if eleven strands, 550 feet; if twelve strands, 600 feet, and so on."

The accuracy of this test depends upon the twist of the twine. It is not infallible, and a better test is the weight test. If a twine is supposed to run 500 feet to the pound, 62½ feet ought to weigh two ounces. Or the dealer can take 500 feet and see how much, if any, it weighs over a pound.

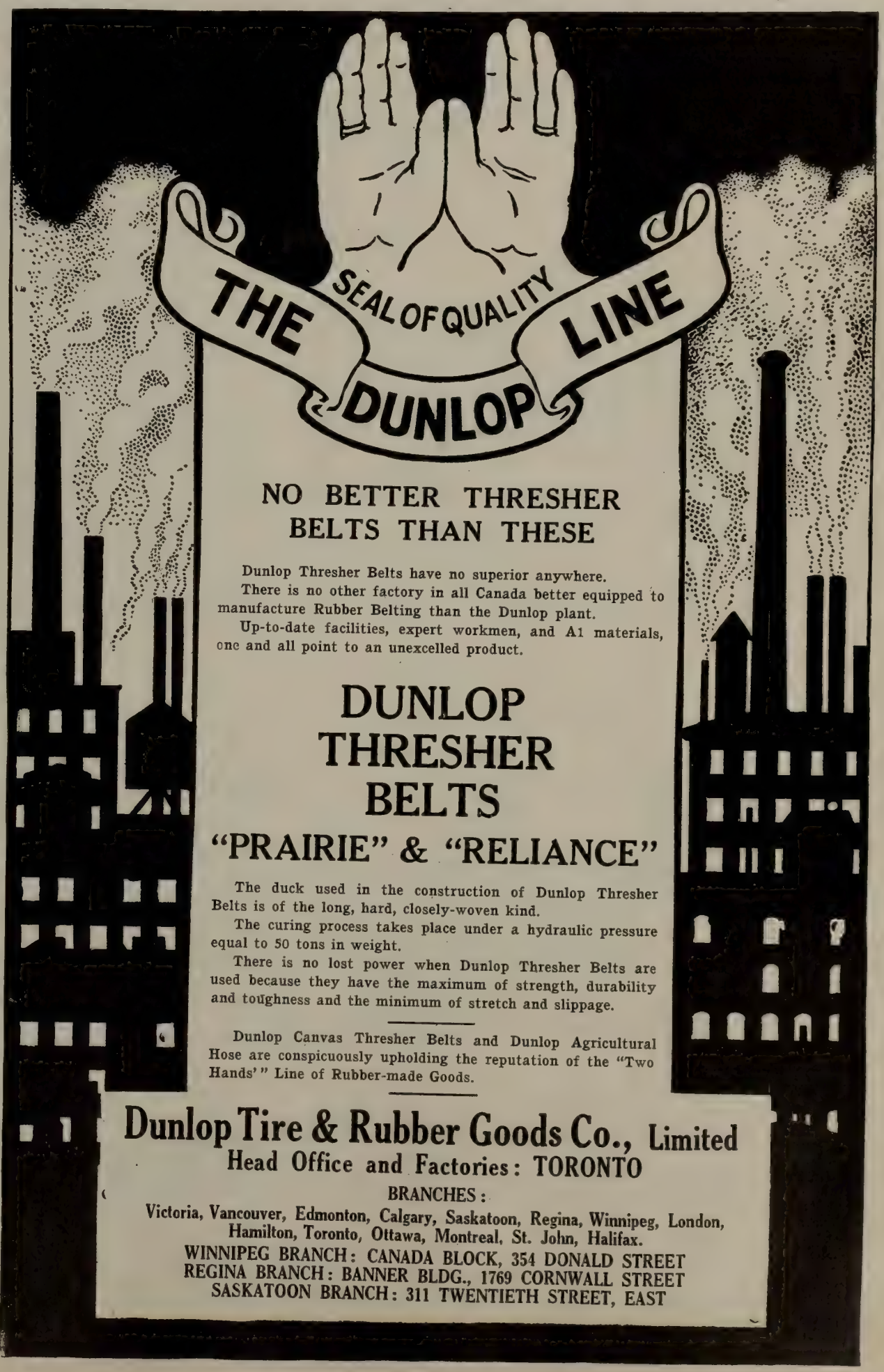
At all events if dealers come across the competition of the specially imported twine mentioned, if at all possible they should apply either of these tests to show the buyer of the special "farmers" line how much they may be out on a ball of twine imported by special permission of the Department of Trade and Commerce at Ottawa.

An effective dealers' association must be made up of dealers who associate.

Automobiles in the West

There are 11,882 automobiles in Manitoba, of which 4,346 are owned in the city of Winnipeg. This shows the increasing popularity of the automobile in the country, for four years ago Winnipeg had more autos than the rest of the province combined. The total automobile investment in Manitoba, Saskatchewan and Alberta amounts to $45,000,000, and $7,500,000 is spent yearly for accessories.

More cars are assembled in Winnipeg to-day than in all Canada a few years ago. Sixty completed cars are turned out daily by one concern, and this number will soon be increased to 90. On one floor in an automobile showroom some 600 or 700 motors are in evidence, as well as thousands of tires and other parts which go to make up the finished car. The evolution is so complete that it is said an automobile can now be made to order in one hour in Winnipeg—that is assembled.


THE
SEAL OF QUALITY
DUNLOP
LINE
NO BETTER THRESHER BELTS THAN THESE
Dunlop Thresher Belts have no superior anywhere.
There is no other factory in all Canada better equipped to manufacture Rubber Belting than the Dunlop plant.
Up-to-date facilities, expert workmen, and A1 materials, one and all point to an unexcelled product.
DUNLOP THRESHER BELTS
"PRAIRIE" & "RELIANCE"
The duck used in the construction of Dunlop Thresher Belts is of the long, hard, closely-woven kind.
The curing process takes place under a hydraulic pressure equal to 50 tons in weight.
There is no lost power when Dunlop Thresher Belts are used because they have the maximum of strength, durability and toughness and the minimum of stretch and slippage.
Dunlop Canvas Thresher Belts and Dunlop Agricultural Hose are conspicuously upholding the reputation of the "Two Hands'" Line of Rubber-made Goods.
Dunlop Tire & Rubber Goods Co., Limited
Head Office and Factories: TORONTO
BRANCHES:
Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.
WINNIPEG BRANCH: CANADA BLOCK, 354 DONALD STREET
REGINA BRANCH: BANNER BLDG., 1769 CORNWALL STREET
SASKATOON BRANCH: 311 TWENTIETH STREET, EAST

The Cost of Power Plowing

At a United States agricultural college tests were recently made to demonstrate the cost per acre of power plowing. The average length of the furrow was 182 yards, and the plowing was done with three 14-inch plows, pulled by a 10-20 tractor at an average speed of 2¼ miles per hour. The average drawbar pull was 1,677 pounds, and the average horsepower developed was 10.06. In 10 hours, 24 minutes, 8.14 acres were plowed.

Figuring kerosene at 10 cents per gallon, lubricating oil at 32 cents per gallon, and the operator's time at 50 cents an hour, the cost of operation was at the rate of 90.5 cents per acre. To this should be added items for interest, depreciation and repairs.

It was assumed that the owner of a tractor of this size will have work for it forty days each year. This statement is based upon the experience of farmers owning tractors approximately this size.

In computing the depreciation on outfit, the cost of the output was given as $1,000. Fifteen per cent per year was assumed to be a fair depreciation on same, giving for this item $150. Interest on the investment at 6 per cent averaged per year $37.50, and repairs at 4 per cent on the value, $40. This gave a fixed charge of $227.50, or $5.68 per day for each of the 40 days assumed as the year's work of the machine. This amounts to 69.8 cents per acre, which added to the cost of operation, 90.5 cents gives a total cost of plowing per acre of $1.60. These tests on a short field would be reduced in a longer furrow, while the cost of operator's wages might be less. In Western Canada the overhead charges for the outfit would of course be greater than those cited.

Fire Insurance in 1916

The Dominion Insurance Department has issued a report on fire insurance in Canada during 1916. The report shows that the total fire insurance premiums paid to companies licensed by the Dominion amounted to $27,713,-308, with losses paid amounting to $15,122,895. British companies issued premiums to the value of $14,304,219; Canadian companies, $4,736,038, and foreign companies, $8,673,051.

The total insurance purchased by these premiums was $247,798,-040. The loss ratio for all the classes of company was 54.57 per cent for losses paid, while the rate of losses incurred was 59.57, per cent. In Alberta the loss ratio was 37.79, in British Columbia, 44.74, in Manitoba 52.30, and in Saskatchewan 39.18. An average loss ratio of 50 per cent of premiums received is considered very satisfactory by companies. Some provinces show as high as 75 and 61 per cent. The loss ratio in the prairie provinces is unusually low.

Straw as Fuel

A farmer at Sundial, Alta., plowed 5,000 acres with a 25 h. p. steam engine, drawing eight plows. He reported that an ordinary bundle rack of straw will stoke the engine for two rounds, a mile each way. This farmer considers that one team and a bundle rack can easily keep an engine supplied with straw, while it takes a six horse team to haul the coal necessary if the engine is some distance from the railroad. This straw stoker maintains that an ordinary crop of wheat will produce enough straw to plow the land it grows on twice.

Entries for Light Tractor Plowing Demonstration at Brandon

Name of Firm.	Number of Outfits.
Goold, Shapley & Muir Co.	1
J. D. Adshead Co.	1
R. A. Lister Co.	1
Waterloo Manufacturing Co.	2
Western Canada Auto Tractor Co.	2
J. I. Case T.M. Co.	3
George White & Sons	1
International Harvester Co.	2
Huber Manufacturing Co.	1
Waterloo Gasoline Engine Co.	2
Sawyer-Massey Co.	2
Advance Rumely Co.	2
Canadian Avery Co.	1

Charges on Repairs

There is possibly no point which arouses more trouble than the charges for repair parts procured for the customer. In considering the advisability of making a blanket price which will include postage, wrapping and insurance charges, a writer in the "Implement-Hardware Bulletin" says that such a procedure is neither possible nor advisable. The farmer knows exactly the amount of postage, and is posted on the price of the repair, and very naturally, he wonders what the excess charge is for and usually finds out before he pays.

Theoretically the blanket charge for all expense connected with the repair may be all right, but it will not work out in practice and is not in line with a policy of frankness with customers. To undertake to cover charges which he knows the customer will object to, by making a lump sum price, the dealer runs the risk of losing his customer's confidence. In connection with the wrapping charge, the wholesaler is in a position to get his money, but the retailer cannot, save in exceptional cases. As an example there is quoted the item of six rubber rings for a cream separator. The invoice may read: Rubber rings, 45c.; postage, wrapping and insurance 22c., or 50 per cent of the value of the repairs. In such a case the postage would be about 5c., insurance 3c., leaving 14c. for wrapping. Trying to cover this 14c. by making a lump sum would be a tough proposition for the dealer.

Sell Advertised Goods

More and more farmers are buying the machines that they know through personal contact, or those machines with which they are familiar through the medium of advertisements in the farm press. Another thing, there is a lot in knowing what the implement or machine will do, how well it will do it, and just where it fits into the farmer's needs. That is why every farm implement dealer ought to have a good, practical knowledge of farming.

Profitable Side Lines

The dealer who does not handle automobiles may make good profits by handling lines of accessories for these modern vehicles, in addition to tractor equipment. There are hundreds of items such as spark plugs, tires, tubes, oil, grease, spot lights, wrenches and repairs that offer the dealer a field including every car owner in his locality.

Standard accessories such as spark plugs are saleable to any car owner, so that the implement dealer who does not handle automobiles will profit as much from the sale of this kind of merchandise as the dealer who sold the car.

AGENTS WANTED

Good Profits in Selling the

"DONALDA"

Canvas Sectional House

SEE IT AT BRANDON FAIR. SCORES OF PROSPECTS IN YOUR DISTRICT.

Not a tent but a strong portable house. Wanted by the homesteader, farmer, hunter, motorist, camper and town dweller. Sizes up to 10 x 16 feet. Can be extended to any size by additional sections. Reasonable price; shipped knock-down. Easily erected. Fully guaranteed.

WRITE AT ONCE FOR OUR SPECIAL PRICE TO AGENTS

Macdonald Sectional House Company, Limited

P.O. BOX 1223 WINNIPEG

Dealers: Look Over our Display at Regina Exhibition, July 23-27

See the latest and best in sheet metal design. Pay a visit to our Regina branch. We'll be glad to meet you.

A FULL LINE OF QUALITY SHEET METAL GOODS

We manufacture a large variety of quick sellers: Metal shingles and siding, stock tanks, troughs, eavestrough, culverts, well curbing, garages, portable granaries, etc., etc. Let us quote you.

Ask for Literature, Prices and Terms

WINNIPEG STEEL GRANARY AND CULVERT CO LIMITED

Winnipeg, Man. **Regina, Sask.**

WE BUILD THE KIND YOU WANT TO SELL

Munro & McIntosh Vehicles are known all over Canada for

UNIFORM QUALITY — UNEXCELLED MATERIAL — FINE FINISH
CLASSY STYLES — HONEST WORKMANSHIP — POPULAR PRICES

Our Auto Seat Top Buggy is supplying a popular demand. Its high-grade material, honest workmanship and fine appearance and finish make a job you can sell against any competition. Roomy, comfortable; finest leather trimming. The Glengarry Line has eighty styles of vehicles, and Glengarry Buggies are the dealers' greatest money-maker. Write our representative.

Large Stock carried at Regina. Prompt Delivery.

An Invitation To Dealers — During Regina Exhibition, July 23-27, you are cordially invited to inspect Glengarry Vehicles and Commercial Bodies. On view in Bert Conway's showrooms, corner Albert and Railway Street, Regina.

FORD COMMERCIAL BODIES

LARGE VARIETY OF STYLES. ASK FOR OUR LISTS

Our Commercial Bodies, in quality of material and thorough workmanship and finish, have no equals. A large variety of styles, adapted to the use of auto owners in both town and territory. Help your customers make a profit from their old cars. Transform the car into a large capacity truck in half-an-hour. Built of best hardwoods; solidly braced, completely ironed, elegantly finished. Model shown can be supplied without top and with panel body.

Immediate Shipments from Big Stock carried at Regina.

We can supply this body with seats to hold 7-passengers

Munro & McIntosh Carriage Co. LTD.

ALEXANDRIA, ONTARIO

REPRESENTATIVE FOR MANITOBA
P. McGREGOR, McLaren Hotel, WINNIPEG
REPRESENTATIVE FOR SASKATCHEWAN AND ALBERTA
BERT CONWAY, P.O. Box 33, REGINA

TWO SPLENDID LINES—AND PROFITABLE TOO

Cyclone Elevator with 3 H.P. FAIRBANKS-MORSE Type "Z" Kerosene Engine

The demand is daily increasing for the

CYCLONE PORTABLE GRAIN ELEVATOR

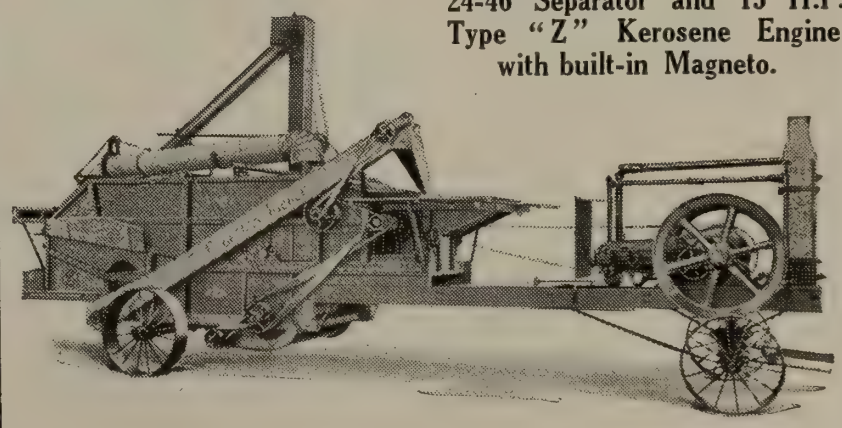
This machine, which loads cars, tanks and granaries, has a greater capacity than any other and is more strongly built. It will easily handle from 1,200 to 2,200 bushels per hour and can be operated by an engine of from 2½ to 6 h.p.

Manufactured by the HART GRAIN WEIGHER CO., makers of the famous "Perfection" and "Hartley" Threshing Machine baggers.

Sell this greatest of all Combination Threshers, and earn not only the gratitude of your customers, but a nice profit besides

FAIRBANKS-MORSE

24-46 Separator and 15 H.P. Type "Z" Kerosene Engine with built-in Magneto.



To the dealer who knows Threshing Machinery there is a delight in explaining the merits of this outfit. It is strong and sturdy, with the finest engine made, and a separator better than anything you have ever sold. In short it is a machine that stands up and does its work well all the time. No breakdowns, no disappointments—a machine that stays sold and makes every buyer a friend!

Let us send you our latest catalog, which answers in an interesting way all the questions you would like to ask us. Sit down now and drop us a line for one. Will You?

THE CANADIAN FAIRBANKS-MORSE CO., LIMITED

SASKATOON — WINNIPEG — CALGARY

The Wrong Idea

Time was when labor was up in arms against labor saving machinery, on the theory that one machine would do the work of ten men and the nine men replaced would starve. The fact was that production was so cheapened and increased that the demand was correspondingly increased. The nine men were used, and scores more. In like manner if a retail merchant got into a trade-war with his competitor down the street, they had it out and conducted a first class feud. When they met on the street they didn't speak; they undersold each other and depressed prices on the goods until neither they nor any other merchant in the town could make a decent profit. If in the end, through this fool policy, one merchant got pushed off the map, the others considered that there would be more for those left in business. This false and short-sighted theory, like that of the machine obstructionists, is passing with time, and the association movement among merchants in the same line of effort is the most promising sight in community betterment.

Better Farming Methods

If one considers the value of our agricultural production, whether in tons, bushels or dollars, it can readily be seen that the slightest improvement in production, whether on account of better seed or better cultivation, at once gives an enormous increase in grain and millions of added wealth for the farmers of Canada.

In this connection the value of farm machinery becomes evident. By the intelligent use of a fanning mill—by no means an expensive machine—for a few hours during the winter months, it would be a very simple matter to increase the yield of wheat (on account of eliminating the weak and imperfect kernels), at the very least, to the extent of one peck per acre. In 1916, Canada had a grain crop yield of 808,054,000 bushels. Consider what would have been the additional net income by such an addition to that crop of grain through the use of the fanning mill. Further, let us consider the elimination of weed seed. By the cutting out of this pest it would be an easy matter to increase the crop yield by at least an equal amount, but which is not realized on account of the weeds crowding and smothering the grain, to say nothing of consuming the moisture.

This would add millions of dollars to the farmers' income. Severe droughts, however, often occur when, if weeds were absent, there would be ample moisture for the growing crop. As a matter of fact, weeds destroy an enormous crop value annually. By a very careful weighing of the dry matter, in the form of weeds that grew upon a fraction of an acre, it has been determined that the amount of water necessary to produce the weeds on an average weedy acre of ground, if available for the production of wheat instead, would increase the yield about ten bushels per acre.

Again, a slight improvement of tillage, by deeper and more seasonable plowing or one or two additional diskings or draggings would easily increase the yield by one bushel per acre. This refers to wheat alone, and wheat is not the only grain crop. Applying the same principles to all crops, the value to the nation of improved farming methods is incalculable.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager — A. A. THOMSON, Editor
811-12 CONFEDERATION LIFE BUILDING — Telephone Main 518 — WINNIPEG, CANADA

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CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JULY, 1917.

Suggestions Regarding Tractor Demonstrations

While plowing demonstrations are a very valuable educative factor in the light tractor field, a few suggestions might be made which might benefit the public generally in connection with these events. Since some tractors aim at high speed performance, it might be ruled that the motor of the tractor should not be run at above catalog speed. Each tractor could bear a placard showing the brake h.p., the revolutions per minute, the plowing speed per hour, and the fuel used. Arrangements might be made without any great cost, to show the adaptation of the machines for harrowing, discing and seeding, as the adaptability shown and various hitches used, would be valuable to the farmers visiting the demonstrations. It might also be possible to arrange that each machine entered for the purely plowing demonstrations could be shown at belt work, since the latter is one of the most important factors in the light tractor, from the standpoint of the farmer.

Business Profits War Tax

Bill 57 is an amendment to the Business Profits War Tax, and states that any business where the profits exceed 15 per cent per annum, shall bear an increase of the tax to 50 per cent per annum, with respect to all profits in excess of 15 per cent. Where the profits exceed 20 per cent, the tax is increased to 75 per cent on all profits over that percentage. This applied to any business after the last day of December, 1916.

Unimpaired reserve or accumulated profits shall be held to be capital so long as it is used by the company as capital, this to apply on and after May 18, last.

Canadian Government a Big Advertiser

Few men have considered the amount of money spent in advertising by the Canadian Government. Since the war began the Canadian government has conducted sixteen distinct advertising campaigns. Its advertising appropriations during 1916 exceeded the combined appropriations for that year of any other three Canadian general advertisers. And by June, 1917, its advertising expenditure has been almost as large as for the entire year of 1916.

First an apple campaign was staged to increase the consumption of Canadian apples. A booklet was offered, for which 6,500 requests were received. The increas in apple consumption in Canada was given as from 200 to 400 per cent.

In early 1915 increased agricultural production was advertised. The campaign, it is stated, resulted in an increase of over 10 per cent in the area under cultivation, and with good weather, in record yields per acre. The value of Canada's farm production for 1915 was over three million dollars in excess of the previous high record. Over 100,000 special bulletins were requested by farmers during this campaign. Three domestic war loans were advertised. The aggregate amount asked for these was $250,000,000; more than twice that sum was subscribed. The advertising of the three loans cost $130,000

Thrift and production was next advertised, followed by the advertising of government war loans, debenture stock and war saving certificates, up to April 1917 the minister of finance, in summarizing the results of the thrift campaign, reported that the savings of the people of Canada during the previous two years had been at least $500,000,000. This was shown in war loans, debenture stocks, war savings certificates and the net increase in savings deposits in Canada's chartered banks. With a population of less than eight millions, Canada has done fairly well both in production and thrift.

While it is useless to compare the advertising by the Canadian government with that of firms or business interests, the figures given show that, in a national sense, advertising pays. Countless records have shown that the same holds true in any line of business.

The implement dealer has not hundreds of thousands at his disposal, but he should assuredly lay aside so much yearly as an adver-

tising appropriation, and should use space in his local paper consistently and judiciously, advertising seasonable goods and seeing to it that his lines are kept before the public, not only during the heavy buying months, but during every issue of the small town paper for fifty-two weeks in every year. Advertising is not a waste of money. It is a mighty profitable investment. For further proof apply to our old friend, Timothy Eaton & Co. who has proved that advertising pays.

M.O. Exhibits at Fairs

Some farm machinery concerns are of the opinion that exhibits at the various Western fairs are not profitable. While the profit may not be directly apparent in dollars and cents, there can be no doubt that the advertising value of such exhibits is great. This value is fully realized by the mail order concerns, as is evidenced by their appearance at the Western Fairs this year. As a side line, one direct selling machine concern carries a coon minstrel troupe. Our old friend, Timothy, says in his fair announcement in the farm press:

"Get first hand knowledge of one of the best lines of farm machinery and implements that is being sold in the Canadian West," etc., etc.

It comes to this point. If regular farm machinery firms, for the sake of economy or for other reasons, discontinue the practice of exhibiting their machine lines at the fairs, the mail order concerns will reap the benefit in the added attention given to their exhibits. The farmer will have the price inducement laid strongly before him and will be entertained in the usual lavish M.O. manner. In the United States the legitimate trade raised a strong objection last year to the allowing of mail order exhibits at some of the State Fairs. That idea can be looked at two ways. If the legitimate machinery manufacturer puts his goods on exhibit, they, in the vast majority of cases, form a striking contrast for purposes of comparison with the more gaudy product of the "cash with order" outfits.

The farmer is nothing if not analytical. He can see both exhibits and can compare machines of the same type. He can weigh the values of the two types of machine production in his mind, and if he has that love of a bargain inherent to the soul of his kind, he will perforce have to admit the superior quality of the materials and finish of the old-established lines. We have all heard of how many dealers have used M.O. goods on their floor for purposes of comparison. At the big Western fairs the manufacturing concerns, by placing good exhibits, can duplicate the idea. Such a procedure gives the farmer a chance he seldom has—to examine at one time the quality of the product of the two types of machinery. It is the old story—quality versus price.

Train the Salesman

When you hire a new salesman and see that he is willing to learn, help him to learn, give him encouragement, teach him to read the leading magazines and journals that pertain to your line of goods, which will give him a greater knowledge as a salesman, so he can answer any inquiry pertaining to his line, and to keep a smile on his face instead of a hard look and sassy words for a grouchy customer, and to thank the customers for their trade.

Show him that the more he knows about the construction of the machines, the quality of the materials and what the machines will do, the more valuable he is. And the more you can get the salesman to study agriculture, the better a salesman he will prove. Get him to take an interest in the design, construction and operation of the gasoline engine. Show him that the day's work can hold lots of interest, as well as the ball game at night. The training of the salesman to-day is a duty that devolves upon the dealer—and the dealers of the future, whatever their calibre, will be largely recruited from the ranks of the men who are serving you to-day.

Taxation of Publications

The possibility of the taxation of the revenue of publications, or increased postage rates for same, is not remote in Canada. In this connection some publications may be hard hit if the question is approached, as was a similar proposition in the United States. In that country some members of Congress based their prospective taxation conclusions from one or two large publications, assuming that publications had large profits mainly because these periodicals of mammoth circulation had very large advertising rates per page. It was erroneously assumed that all newspapers, magazines and trade journals have been equally profitable. Then members of Congress propose that a special tax be levied on all publications, regardless of whether they are profitable or not.

Such a suggestion for taxation is absolutely unfair, undemocratic and unscientific, and if this were held to be a basis for taxation in Canada, would be an injustice to trade journals, whose circulation is naturally restricted to anything from three to six thousand. To be fair, law makers cannot judge all U.S. publications at the status of the "Saturday Evening Post," with a circulation of nearly 2,100,000 and a page rate of $5,000 per insertion. Similarly, the trade journals in Canada, with a rate approximating 10 cents a line, should not, if such taxation is ever passed, be taxed on the same ratio as publications of large circulation which sell advertising space at 20 cents a line or over. Such taxation, to be equitable, should be based on the circulation and advertising rates of the individual periodical, else the already high cost of production for the publisher, owing to the huge advance in printing costs, would be made more than many trade publications could bear.

In Supplying Repairs

Every dealer more or less supplies some repairs by the simple method of taking parts from machines in stock. This is a good enough policy perhaps—if you do not forget to replace the repair part on the new machine! Sooner or later you may start to sell it and find that it is minus a part, with the result that you very possibly lose a good sale. While we are on this question, it might be well to say that if you have any old machines lying around, sell them—for less than cost if necessary, but sell them. Keep the stock in shape and the dead ones out of sight. Have the sample machines on the floor burnished up free from dust, and in good working order. The farmer has a wonderful faculty for spotting a second-hand machine, so it is always wise to get rid of such at the best price you can get.

What is Net Profit?

The net profit is the difference between the invoice price, plus both the freight and the cost of doing business, and the selling price. In other words, the net profit is found by adding the invoice price, freight, and what it costs to sell an article, and deducting it from the selling price. For example, take a gang plow that you sell, say for $85.00. If the per cent of cost to do business is 17 per cent, then the cost to sell will be $14.45. Deduct this from $85.00 and the balance is $70.55. Now if you paid $70.00 for this plow, your net profit would be 55 cents, and your margin $15.00—quite a comparison between margin and net profit.

Personal

Earl Rogers is proprietor of an auto business at Ardath.

Bent McConnell has opened an automobile business at Plato.

Alex. McDonagh has opened an automobile concern at Russell.

J. M. Courtney has opened an automobile business at Manyberries.

Wiens & McColl is the name of an automobile concern at Herbert.

W H. McAvoy is a new implement dealer, doing business at Brock.

Peter Elias, a harness man at Morse, has sold out to Tina Toews.

Milner Bros., horse dealers at Vegreville, have dissolved partnership.

F. W. Ehnisg is the latest addition to the machine business at Estuary.

The Canadian Motor Sales Co., Regina, is a new organization in that city.

N. McAnich has opened a garage and automobile business at Loreburn.

W. F. Taylor is a new implement and automobile dealer at Kenaston.

Garner Bros. have commenced a garage and automobile business at Southey.

W. A. Leslie has sold out his garage and automobile business at Didsbury.

A new concern at Brandon is Bullock's Motor Exchange and Repair shop.

F. W. Hunt & Son are now carrying on an implement business at Nobleford.

Eldridge Motors, Ltd., is the name of a new automobile concern at Calgary.

The Western Garage, an automobile concern at Tompkins, has been discontinued.

Campbell Bros. is the name of a new implement firm now doing business in Gull Lake.

Huyck & Shantz have opened a new garage and automobile business in Lethbridge.

W. Allen, an implement dealer at Disley, has opened a branch warehouse at Lumsden.

The Central Garage is a new automobile concern recently opened up at Conquest.

The Govan Motor and Machine Co., Govan, has opened a branch business at Calgary.

M. Woomer has opened up a harness business at Enchant and a branch at Travers.

The North Star Drilling Co., a concern handling well drilling

machinery at Regina, was recently burned out.

Zaiser Bros., harness dealers at Prussia, have sold out at that point to Karsen & Johnson.

Longley & Bell, implement dealers at Prince Albert, have dissolved partnership.

Johnson & Sullivan are proprietors of a new garage and implement warehouse at Nemiscam.

O. Tourigney, a dealer at Maple Creek, has sold out to a firm named McElhinney & Foresman.

H. W. Allen has bought out the implement business at Radisson formerly carried on by N. C. Dow.

C. G. Brown has bought out the implement business at Castor, formerly carried on by Harry Martin.

H. H. Smith has commenced an implement business at Eyebrow, and has automobile agencies in connection.

H. Pergamit & Son, Quinton, have dissolved partnership. The former now carries on the business alone.

The firm of Stokehill & Dell, at Raymore, has been reorganized. The firm's name now is Dell & Gardinge.

R. Harmer, president and general manager of the Sawyer-Massey Co., Hamilton, was a recent business visitor to Winnipeg.

J. Donelly has discontinued his implement business at Alsask. In the same town S. S. Stauffer is selling out his harness store.

The Trusts & Guarantee Co., Calgary, has been appointed joint provisional liquidator, with J. B. Watson, of the Pioneer Tractor Co.

D. M. Crawford, the implement agent at Arran, has taken a partner into the business. The firm's name now is Sanderson & Crawford.

We regret to report the death of E. C. F. Kalass, who has for some years carried on a hardware and implement business at Langenburg.

A new concern recently incorporated at Saskatoon is the Smith Motor Truck Sales Co. The company is capitalized at $15,000.

A concern known as Farm Machinery Manufacturers, Limited, has been incorporated at Saskatoon. The capital given for the concern is $25,000.

Mistakes will happen. In our last issue we reported that E. W. Theobald has started an implement and automobile business, at Spring Valley. This should have read E. J. Theobald.

"ACME" Means Sales and Satisfaction

For easy profit-bringing sales that make satisfied customers, the "Acme" Tillage Line is a top-notcher. We stand right behind "Acme" Pulverizing Harrows with a positive guarantee against defects. Protects you and holds the good will of your farmer friends.

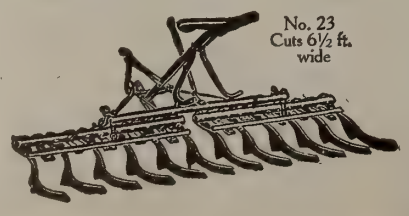
Farmers are more and more demanding "Acme" tools because "the coulters do the work." They cut through trash, crush clods, level, turn and pulverize the soil—all in one operation. Used and endorsed by Experiment Stations.

Get Our Dealer's Proposition

Our sales increased 60% in 1915-1916 over the previous season. And, we are putting even more "steam"—more advertising and selling force—behind the "Acme" Tillage Line for the coming season. Better join us and get your share of the profits. Write today for our proposition.

Duane H. Nash, Inc.
107 Elm Street, Millington, N. J.

JOHN DEERE PLOW CO.
GENERAL AGENTS
Winnipeg Calgary Regina Saskatoon



Sizes 3 to 17½ ft.

Stewart & Keddy, implement dealers at Melfort, have dissolved partnership in the business. J. H. Stewart now has sole control of the store.

The Meldrum, Ellis, Sheppard Co., at Cupar, has sold out to an implement dealer named Thomas Russell. In the same town, R. F. Shore has opened a garage.

It is reported that the Bull Tractor Co., Minneapolis, has appointed the Eldridge Motor Co., Calgary, as a distributor for its product in western territory.

M. Schibsby, manager at Minneapolis for the J. I. Case Plow Works, recently paid a visit to the Canadian West, where he spent some time in Regina and Winnipeg.

J. E. White is completing a very fine garage and auto repair shop at Orion, an electric lighting plant and battery charging equipment being a feature in the building.

Arthur Henson, the implement dealer at Netherhill, has added an automobile agency to his business. In the same town T. H. Phillips has opened an implement warehouse.

We regret to report the sudden death on June 7th, of the wife of Allan Grant, the popular implement dealer at Welwood. We proffer Mr. Grant our sincere sympathy on his bereavement.

There has been a change in the implement concern at Meyronne, carried on by O. Paradis. Mr. Paradis has taken a partner into the business, which is now carried on under the heading of Paradis & McRoberts.

Thomas Story, president and managing director of the Canadian Carriage Co., Brockville, Ont., was a recent business visitor to Winnipeg. Mr. Story went west as far as Banff, visiting the leading trade centers en route.

A. B. McLeod, of the firm of McLeod & Hanley, Brandon, paid us a visit while in Winnipeg recently. Mr. McLeod looks younger than ever, and is as lively as the youngest of 'em in the implement business. More power to him.

During the closing days of May, A. W. Beveridge, Massey-Harris & Tudhope, Anderson, dealer at Mossbank, had the misfortune to be burned out in a fire that swept part of the town. Mr. Beveridge reports that he will start up in a new building.

Gus Keating has taken over the International agency at Travers, succeeding M. Best. Mr. Keating is well known in the community, has had a wide experience in the machine business, and is a wide awake salesman. We wish him success in his business at that point.

We regret to report the death, early in June, of the wife of W. Umbach, Portage la Prairie, Western manager of the Waterloo Manufacturing Company. On behalf of the trade we extend Mr. Umbach our sincere sympathy in his sad bereavement.

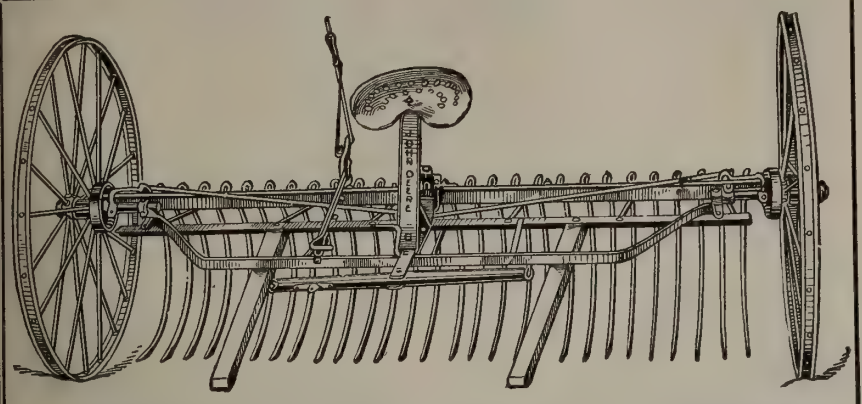
A change has been made in the firm of Thom, Bros., in the town of Russell. The company has been incorporated with a capital of $40,000. The original owners, C. W. Thom and W. M. Thom, along with others, are now carrying on the business under the heading of Thom, Brothers, Limited.

W. Milner, West Lorne, Ont., who died recently, was one of the pioneer wagon manufacturers of Canada. He established the Chatham Wagon Co., at Chatham; the Milner-Walker Wagon Works at Walkerville, and the Milner-Petrolea Wagon Works, Petrolea. It is said that the late Mr. Milner built over 100,000 wagons during his lifetime.

Merrell & Kelly, implement dealers at Souris, have sold out at that point to C. D. Gibson. Mr. Merrell has taken an interest in the North-West Pump Co., Brandon, at Brandon, Manufacturers of pumps, clothes reels etc. Along with that veteran pump man, T. N. Williamson, Mr. Merrell should make a big success in his new venture.

During the recent convention of the Canadian Manufacturers' Association, held in Winnipeg, June 12-16, a considerable number of implement men were in this city. Among these were: Thos. Story, Canada Carriage Co., Brockville; G. E. Peacock and F. S. Lewis, Tudhope, Anderson Co., Orillia; H. W. Fleury, of J. Fleury & Sons, Aurora; J. A. Bain, Woodstock; Arthur White, of Geo. White & Sons, London; A. A. Fuller, Canadian Fairbanks-Morse Co., Montreal, etc.

A new concern recently incorporated in Winnipeg is known as Associated Implements Limited, the letters patent of which state that the concern is licensed to "construct, acquire, sell and operate by agents, directly or indirectly, mail or otherwise, all kinds of plant and machinery, farmers' supplies, etc." Among the incorporators are: W. J. Falconer, agent; C. W. Stewart, implement dealer; C. G. Stewart, financial agent, etc. The concern is stated to have a total capital stock of one million dollars, five thousand shares to be fully participating seven per cent preferred stock, and five thousand shares common stock.



JOHN DEERE SULKY RAKE

The Simplest and Strongest Rake

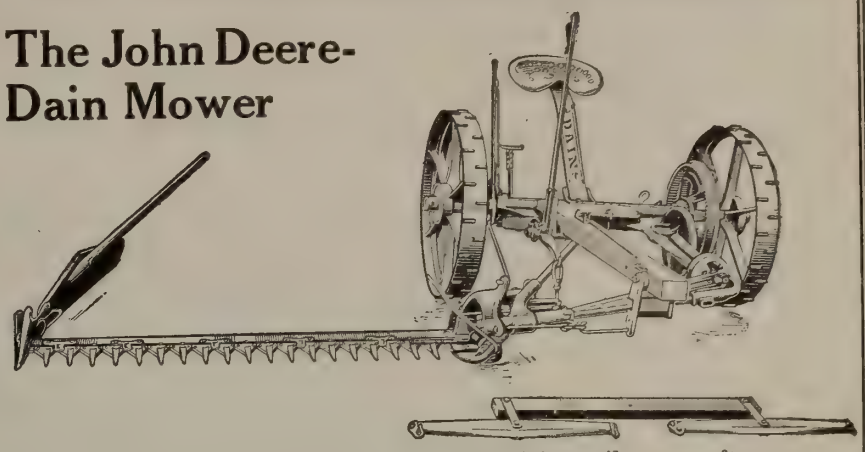
Frame with strong truss rod does not sag in centre. Axles arched—gives wheels correct pitch to keep them running true.

Rake head turns on axle—wheels remain in proper position when Rake is dumping.

WEAR IS POSITIVELY REDUCED

Lever has absolute control. Teeth can be set for transportation, and to gather only clean hay.

The John Deere-Dain Mower



The John Deere–Dain Mower cuts satisfactorily even after years of use.

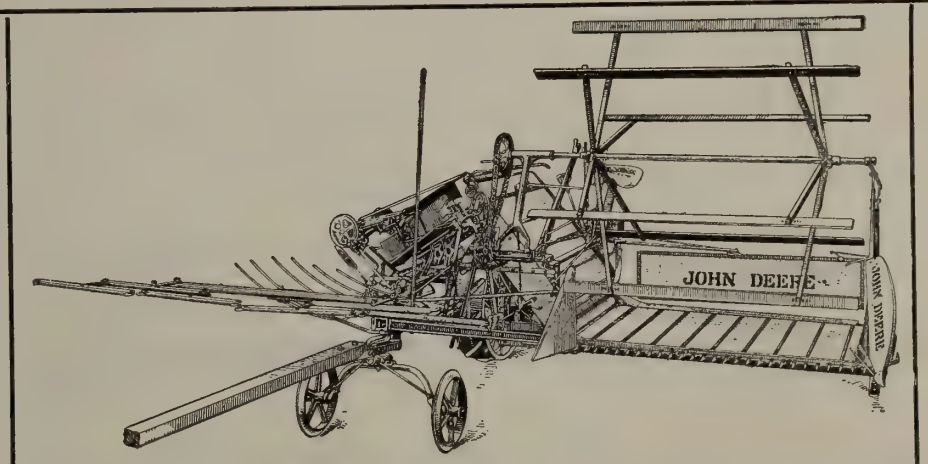
It has only Three Gears so arranged that they hold each other in mesh, even after they start to wear.

No power is lost in transmission from axle to knife.

Mower runs smoothly and cuts steadily. Cuts clean—cutter bar always can be kept in alignment and knives centered in the guards.

21-point clutch—instant cutting—not necessary to back up to start.

The John Deere Binder

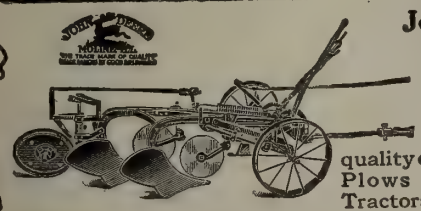


"The Better Binder"

IF YOU HAVE NOT PLACED YOUR SPECIFICATIONS, WE WOULD SUGGEST YOU DO SO AT ONCE

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY



John Deere Plows for Light Tractors

High and Level Lift. Two, three and four bottoms.

High and level lift means level plows out of the ground, no cutting of ridges when crossing or turning on plowed ground.

Steady running furrow wheel—does not drag or bind against furrow wall.

Stiff hitch—plow can be backed.

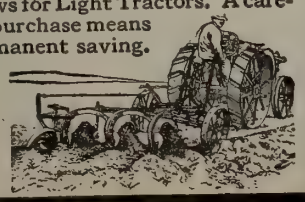
John Deere bottoms, the standard for over 78 years. There is a John Deere bottom for every kind of soil.

Equipped with John Deere Quick Detachable Shares—great labor and time savers.

So far as quality of JohnDeere Plows for Light Tractors is concerned they are built for the farmer who realizes that it is business judgment to buy a high-grade tractor plow. Don't forget that a tractor plow is not an everyday purchase.

John Deere Plows for Light Tractors are noted for their high-grade work in the field—the real test of tractor plow value.

Before you make your purchase, be sure to see John Deere Plows for Light Tractors. A careful purchase means permanent saving.



1917 BRANDON FAIR

16th July to 20th July

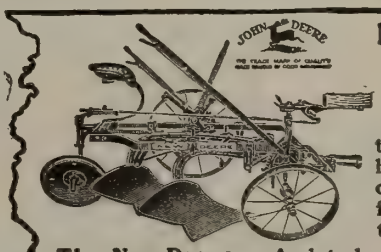
and

TRACTOR DEMONSTRATION

July 17, 18 and 19

30 Entries expected, and a Good Time!

NOTE—The John Deere High and Level Lift Pony Engine Gang will be in the Demonstration. BE SURE AND SEE IT WORK.



New Deere Light Draft Gang Plow

The New Deere Gang is the most widely used plow of its type.

It is light draft, durable and is equipped with John Deere bottoms, known all over the world for superior work, easy scouring and light pulling qualities. It cuts and turns full width of furrow.

A simple, practical foot lift and auxiliary hand lift lever—easy to raise bottoms out of the ground.

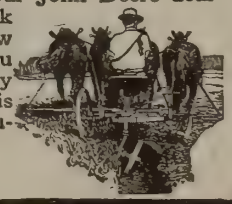
John Deere Quick Detachable Shares—great labor and time savers. Share can be taken off easily, only one nut to remove.

For twenty years the New Deere Gang has had the good opinion of enough farmers to make it the one best seller—

And, today, it is the same plow it was twenty years ago, with the usual minor refinements added.

Correct in design, always representing the highest development of the plow-maker's art, the New Deere Gang is a leader, and has been every single year for twenty years.

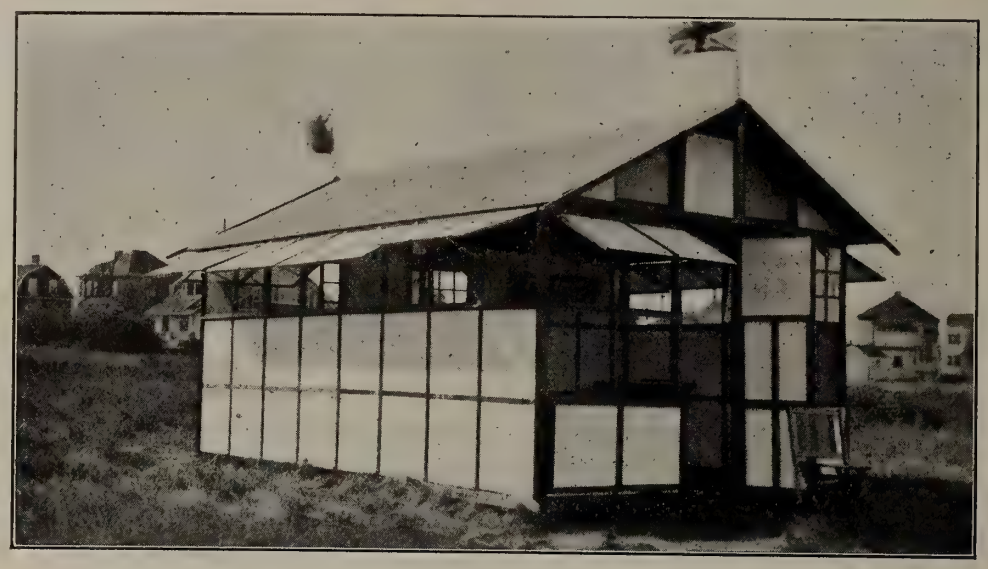
Go to your John Deere dealer's and look this plow over—you will readily see why it is such a popular plow.



A Novel Portable House

In those days of high prices of building materials, the production of a low-priced portable house which can be used as a summer cottage, or by the farmer who is breaking new land, the hunter, prospector, camper, or as an adjunct to the town home, is of great interest.

A type of portable house which has met with great success is the "Donalda," manufactured by the Macdonald Sectional House Co., Winnipeg. This building is made up to 10x16 foot sizes, but can be increased to any size desired, by the addition of units. It can be taken down as easily as a tent, and transported anywhere. The walls, as is shown in the illustration, are of canvas panels, mounted on light, durable frames, bolted together by handy thumb screws. The roof, of heavy specially waterproofed canvas is stated to give a perfectly dry and comfortable abode in the most inclement weather. The floor is of edge grained fir, mortised, and held solid by a patent-



A Portable House with canvas panel construction. Fine for summer cottage.

Sections open, giving perfect ventilation, these being covered by mosquito netting. Ventilation can be secured all around, or from any side, at will. The construction throughout is thoroughly practical, giving an exceptionally rigid building which cannot be blown over. This house is fully covered by patents, and its many features of excellence should lead to a big demand from the farming communities and small towns throughout the Canadian West. Full information can be had from the manufacturers.

The Half Holiday Movement

More and more the small towns are giving the half holiday movement as regards retail stores, that is as regards the summer months. It is reported that some implement dealers are averse to closing their premises for one half day weekly, but there seems little reason for such a stand. In almost any business, five and one-half days a week have been found sufficient to take care of the week's work, and the half holiday weekly is now so generally observed that every progressive dealer should fall in line with his brother merchants, and close for the afternoon on the day generally observed in the town as a half holiday.

It is contended, by some dealers, that business is lost by this practice, but we fail to see how this should be, if the merchants in the community get together and advertise the half holiday to the farmers of the surrounding territory. Wednesday or Thursday are days which are especially suitable for the half holiday. By an agreement regarding the day, and a good announcement in the local paper, there is no reason why farm folk should be inconvenienced in the least by the weekly half holiday.

Some men would naturally come for goods at the wrong time, although you kept your warehouse open all night. Service is necessary, we admit, but no retailer needs to make either himself or his employees slaves of the public. Fall in line with the half holiday movement if you haven't already done so, and if the stores in your community are not observing this half day of rest, be the leading spirit in a movement towards having an early closing day during the summer months.

The Buyer's Guide

We have received from "Farm Implement News," Chicago, a copy of the 1917 Buyer's Guide, a very complete directory of farm machinery commonly sold by the retail implement dealer. The Buyer's Guide gives the names and addresses of about 1,500 manufacturers, separate lists with addresses of the makers of goods of each class and the distinctive name of each machine. Practically everything in the implement line now manufactured is listed in the Buyer's Guide.

A Hard Task

Salesman—"Madam, I have here one of the best cream separators ever made."

Mrs. Cornshuck—"Well, if you've got a machine that'll separate the price from my husband I'll take it."

Mower and Binder Repair Woods

PITMANS—REEL FANS—REEL ARMS
TONGUES—CANVAS SLATS

Mower and Binder Knives

SECTIONS—GUARDS—PLATES—HEADS—BOLTS

Binder Canvases

GRAIN TANKS *WATER TANKS*

WRITE US FOR PRICES
ASK FOR CATALOGUE NO. 4

THE BEST PLACE *THE BEST GOODS*

D. Ackland & Son, Limited

Calgary
Edmonton

TRADE D&S LTD MARK

65-68 Higgins Ave.
Winnipeg

STOVEL CO. LTD.
WINNIPEG MAN.

Duty on Well Drilling Apparatus

The Commissioner of Customs has ruled that machinery and apparatus for drilling for water, natural gas, or oil, in general, shall no longer be regarded as of a kind not manufactured in Canada and therefore not entitled to free admission under tariff item 469. Previously such apparatus was exempted from the regular customs duty though not from the special war surtax, which in the case of imports from the United States amounts to 7½ per cent ad valorem. Under the new classification, most of this apparatus will be dutiable, upon importations from the United States as machinery not otherwise specified under tariff item No. 435, at 35 per cent ad valorem, including the special war surtax.

The following items can still be imported at the former reduced rate of duty: Machinery operated on the rotary flush system; the jetting flush system, or the hydraulic system, and in which a chisel shaped drill is used. This does not include motive power. Other parts at the reduced rate are: Steel nipples, well packers, swivel wrenches, oil well jacks, also drill bits over 1100 pounds, reamers over 1,060 pounds and jars over 725 pounds. Elevators for raising and lowering casings for 5-inch diameter also take the low rate.

N.I.V.A. Convention Will be Held in Chicago

It was decided last year that the annual convention of the National Implement & Vehicle Association would be held at Atlantic City. Under existing conditions the executive deems it advisable to hold the convention at a more central point, consequently it has been decided to hold it in Chicago, the first session to be held on Wednesday, October 17th, next.

Co-Operative Trading in Saskatchewan

The co-operative trading movement has grown rapidly in Saskatchewan during the past three years, and upwards of 350 co-operative trading associations have been registered under the Agricultural Co-operative Association Act in that province.

During 1916, 309 associations reported handling supplies to the value of $1,784,545. The number of shareholders was given as 9444, compared with 5537 shareholders in 173 associations in 1915. The paid up capital of the 309 associations in 1916 was $92,940, and the assets $295,012. The liabilities, including paid-up capital, are given as $232,938. These associations last year handled live stock to the value of $323,171, and other farm produce to the value of $15,115. The total turnover of the associations in the province was $2,122,832, an average per association of $6,870. The net profit for the 309 co-operative associations reporting is given as $54,076.

Ford Plant Expenses High

A recent lawsuit elicited the fact that the Ford Motor Co., requires between $800,000 and $900,000 daily for running expenses. Statements made by the company were that if production was halted for 30 days, the concern would have to close its doors owing to the enormous expenses.

It was shown by the records of the directors' meeting, February 2, 1916, that the Ford Motor Co. sold its claims in the tractor business to Henry Ford, personally, for $46,810. The company reserved the right, however, to go into the tractor business whenever it pleased and to use the name "Ford" although it did not interfere with Mr. Ford's using "Henry Ford."

The chief engineer testified that there had never been enough room in the Ford plant to supply the demand, and that the company could have sold 100,000 trucks and the same number of closed cars last year, if they could have produced them.

Testimony developed that the last reduction in price cut the profits in half; but the company had made a profit of $60,000,000 on 500,000 cars in 1915 and $30,000,000 on 750,000 cars in 1916.

Suggestion and Sales

The old fashioned idea of selling only what these customers absolutely need is passing away. The live dealer in any line uses every influence to get his trade to want more goods—a greater variety of goods—and to appreciate their "unknown needs."

BUILD CONCRETE SILOS

Dwellings or any class of buildings from Concrete Blocks.

THE LONDON ADJUSTABLE BLOCK MACHINE makes all sizes and designs of Concrete Blocks. Price $65. Send for Catalog No. 3.

Agents Wanted in all Unoccupied Territory

LONDON CONCRETE MACHINERY CO.
Dept. K, LONDON, ONTARIO.
World's Largest Manufacturers of Concrete Machinery.

MAXIMUM EFFICIENCY
For Plowing or Belt Work
MAKES EVERY FARMER A PROSPECT FOR THESE TRACTORS
"The Machine Guns That Will Win The War"

THE HAPPY FARMER TRACTOR CO.

8-16 H.P. **$1050** F.O.B. Winnipeg
5% DISCOUNT FOR SPOT CASH

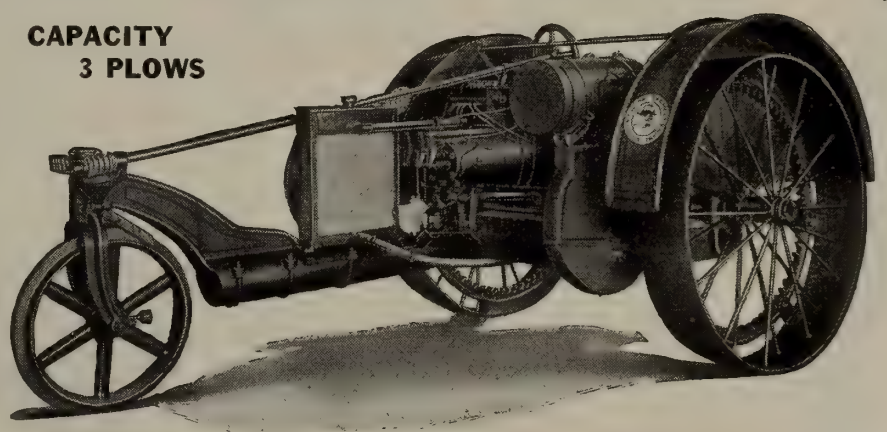
Happy Farmer Tractors

12-24 H.P. **$1425** F.O.B. Winnipeg
5% DISCOUNT FOR SPOT CASH

THE ABOVE PRICES ARE FOR JULY ONLY

CAPACITY 3 PLOWS

MODEL "A" 8-16 H.P. Capacity Two Plows Drawbar Pull 1500 Lbs.



MODEL "B" 12-24 H.P. Capacity Three Plows Drawbar Pull 2000 Lbs.

You Cannot Sell Better Value than the 12-24 H.P.

The Model "B" has the most perfect Kerosene-Burning Motor ever designed. Weight, 3,700 lbs. Twin cylinder horizontal, cast en bloc, 4-cycle engine, specially designed for low-grade fuels, HYATT ROLLER BEARINGS THROUGHOUT, in dustproof cages. Atwater-Kent ignition. Perfect mechanical lubrication. Automatic steering; fuel tank capacity, 13 gallons. Drive wheels 56-inch diameter. Turns a square corner, either right or left. A marvel of Simplicity, Strength, Power and Efficiency. With numerous original and exclusive features, the Model "B" Happy Farmer is sweeping the Tractor Field in every territory.

Dealers: See the "Happy Farmer" Light Tractor in action at the Light Tractor Plowing Demonstration at Brandon Fair, July 17, 18, 19. We'll be glad to tell you all about these Tractors. Seeing is Believing. Watch the "Happy Farmer" Plowing.

THE HAPPY FARMER TRACTOR CO.

We also handle Huber Separators and Power Lift Disc and Moldboard Engine Plows. If you want to get the Tractor Business in your territory, don't waste time. Get our Proposition. Hustle.

J. D. ADSHEAD CO., LTD.

References: Bank of Montreal

225 Curry Block (OPPOSITE POST OFFICE) Winnipeg, Man.

From the Factories

The Hart Grain Weigher Co., Peoria, Ill., report an increasing volume of business in Western Canada in the sale of Langdon feeders. These feeders are sold in Western territory by the Cushman Motor Works of Canada, Winnipeg.

* * *

Gehl Bros. Manufacturing Co., West Bend, Ind., recently shipped large orders of ensilage cutters to Montreal, Peterboro and Vancouver. These machines are on the order of the De Laval Separator Co., the well-known dairy supply organization.

* * *

The Renfrew Machinery Co., Milwaukee, Wis., the United States branch of the Renfrew Machinery Co. of Renfrew, Ont., recently made contracts for jobbing the "Renfrew" cream separator in France, Italy, India, Australia, New Zealand, Argentine and South Africa.

* * *

The International Harvester Co., Chicago, has subscribed $1,000,000 for the Liberty Loan bonds issued by the U.S. government. More than 12,000 employees of the International Harvester Co., in Chicago have joined the Red Cross, which is 72 per cent of all employees. This in spite of the fact that a goodly number of the men are of foreign birth.

* * *

The De Laval Separator Company is preparing to erect an addition 40x100 to its large cream separator plant at Poughkeepsie, N. Y.

* * *

New tenders will be called shortly for a $12,000 metal-clad and fireproof construction warehouse for Sawyer-Massey Co., in Saskatoon.

* * *

L. R. Benton, of the Peoria Tractor Co., Peoria, Ill., reports good business conditions, with all domestic orders filled. The Peoria Tractor is sold in Western Canada by the R. A. Lister Company, Winnipeg .

* * *

At a recent meeting of the directors of the Hart-Parr Co., Charles City, Iowa, W. R. Dray, acting general manager, was elected vice-president, succeeding A. E. Ellis, resigned. D. R. Davis was elected secretary-treasurer. C. H. Parr resigned as secretary of the company, and was appointed head of the engineering department. It is reported that several of the branches of the company will be closed.

* * *

The Bull Tractor Co., Minneapolis, recently shipped 150 knocked down tractors and 400 assembled machines to a New York exporting firm, who will ship the tractors to Great Britain.

The Implement Blue Book

We recently received from the publishers, the Midland Publishing Co., St. Louis, Mo., a copy of the 1917 issue of the Implement Blue Book, an excellent register of the agricultural implement, tractor, farm power machinery, automobile truck, etc., production compiled from information supplied direct by manufacturers and distributors. The publishers state that they have a few copies left which they offer to mail free of charge to subscribers of this paper who will send 25 cents to pay the packing, postage, etc. This book has nearly 500 pages and contains complete classified descriptive lists of all the farm machinery and engines made in the United States, with names and addresses of manufacturers.

Developing the Tractor Plow

In the original plow business the manufacturer had to design a great variety of plows to meet different soil conditions. Different types of bottom were necessary, with the result that the number of types of plows produced was almost beyond belief. The plow business was originally developed in the small local shops, with the result that the customer had a chance to get all his whims and notions suited. When the tractor came to the fore, and tractor plows became a feature in the implement industry the plow builder had not to follow this individual conception of what a plow should be, but had rather to consider the sizes and styles of tractors, the heights and positions of hitch and the speeds of the machines.

During the past fifteen years great strides have been made in the tractor plow business. The modern tractor plow, with but few exceptions, will fit any soil, any hitch and any tractor. At first the flexible steam lift plow was used. It was expensive and short lived. A cheaper plow with levers raising one or two bottoms at a time was then designed, but it needed a good strong man to set it. Gradually, the weak spots were ironed out, comments a plow man in a contemporary, and break pins for each bottom saved the beams and standards, adjustments were provided — the plow was flexible and nothing was wanted but the power lift.

All this development was for the heavy tractor, when along came the light tractor with its demand for a light and flexible plow with a power lift. The plow makers rose to the occasion and we got the modern light tractor plow with its power lift, safety break pin and adaptation to any make of tractor. Such plows will make practically a square turn, while the bottoms are lifted high and level, so that weeds and stalks are avoided. In a few moments a bottom can be taken off or added. The plow has few parts and is very simple in design, but remarkably efficient in operation. In the plow business excellent work has been done in the development

"PARAGON" is defined as a "Perfect Pattern of Excellence"

and this adequately describes

PARAGON TREAD TIRES

made in a modern tire factory, of highest grade materials, by specially trained workmen and backed by the Company's 33 years' experience in rubber manufacturing in Canada.

Paragon Tread is a tire of which we are justly proud, and our TUBES are just as carefully and conscientiously made.

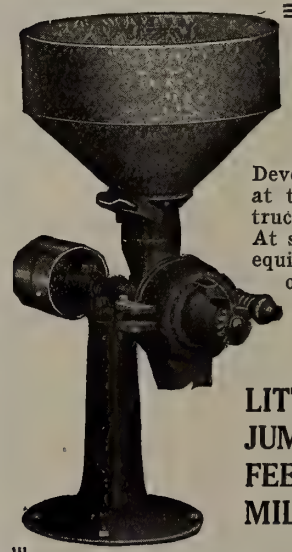
For Sale at all our Branches. Profitable proposition for reliable dealers throughout the country.

Gutta Percha & Rubber Limited

Factories : TORONTO

WESTERN BRANCHES:

Winnipeg Calgary Fort William Lethbridge Regina Edmonton Saskatoon Vancouver



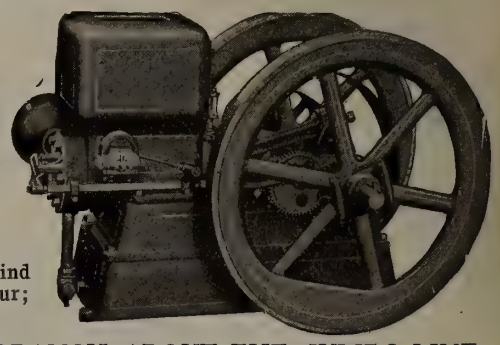
JUMBO GASOLINE ENGINES

In Sizes: 1¾, 2½, 4½ and 6 H.P.

Solve the Help Problem for Farmers

Develop more power on less fuel than any engines sold at the same price. On skids, strong iron sub-base or trucks. Make-and-break ignition; battery or magneto. At small additional cost 2½, 4½ and 6 h.p. sizes can be equipped with throttling governor for burning kerosene or gasoline.

LITTLE JUMBO FEED MILLS



All steel construction; grind from 10 to 30 bushels per hour; 6-inch burrs; weight 90 lbs.

ASK THE NEAREST BRANCH ABOUT THE JUMBO LINE

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.

Western Canadian Jobbers

Tudhope-Anderson Co., Limited

WINNIPEG REGINA SASKATOON CALGARY

of these light tractor plows, work which in a great measure we have taken for granted. From the dealer's standpoint the modern light tractor plows offers a great possibility for sale, as the tractor, of whatever type can be suited by a plow with a capacity fitted to the requirements of the farmer. The tractor is here to stay and the sale of the tractor plow will be an ever-increasing factor in the business of the dealer.

Advancing Prices and the Customer

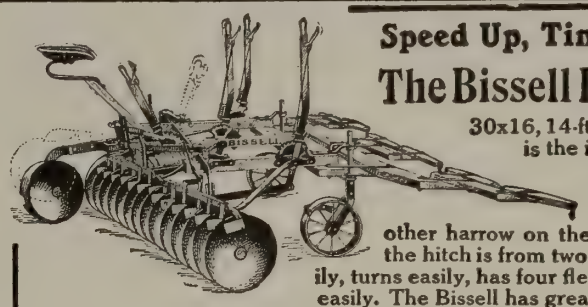
In these days when prices are liable to rise at any time there comes the question that the dealer may or may not have trouble in advising his customers of these price advances. In past years, when the supply of raw materials was normal, a rise was a thing that only occurred once in a long time. Nowadays the same product may advance in price within three months. A good deal of the way in which the customer takes the fact of those advances depends upon the diplomacy exercised by the dealer. Retail prices on many machines have not advanced only once since the start of the war, but several times, and it is safe to say that they will advance still further.

Regarding these price advances the trade press in every line has done good work in advising its readers of probable advances in price and conditions in the supply of raw materials. More might have been done, however, by the farm journals who could have more often advised their subscribers that prices were bound to advance, explaining to them the necessity for this step by analysing the steel and iron market. In contradiction to this some farm papers took the standpoint that the advanced prices were unjustifiable. In any event, the question arises that it requires considerable skill for the dealer to acquaint his trade of these advances in a manner that will arouse no antagonism or offence. In very great part this duty has been left to the dealer, for with but few exceptions manufacturers have not advised the farmer by consumer advertising that the goods in question were bound to advance. Such a step might have simplified matters for the dealer, and it is an open question as to whether manufacturer or dealer should assume the responsibility of making announcements of price increases.

If such a thing devolves upon the dealer, he should make any such announcement with great care, deftly, and so that the customer fully comprehends the necessity for the retail price being advanced. If this is not done, antagonism may be aroused with a divergence of business to mail order concerns whose plea is always on the price basis. As a matter of fact, the farmer too often bases his idea of machine prices on the mail order catalog.

Intensive Farming by Power

The various agricultural writers are long on the assertion that we need the intensive cultivation used in Europe to give us greater yields. Well, we have the means right at hand. One Canadian farmer with a tractor can farm 80 acres more intensively with a tractor and four good horses than could one hundred European peasants with hoes. What these writers should aim at is to tell us to farm better, to plow more deeply, to cultivate more, to use cleaner seed. We must farm better and more intensively, so that we may increase the number of bushels of grain every man can raise. This requires power—and the need for this power is fully evidenced by the great development of the tractor business. We will increase yields, and acreage by power farming properly applied. Only by that means can we farm the necessary acreage in an intensive manner.



Speed Up, Time Is Money!

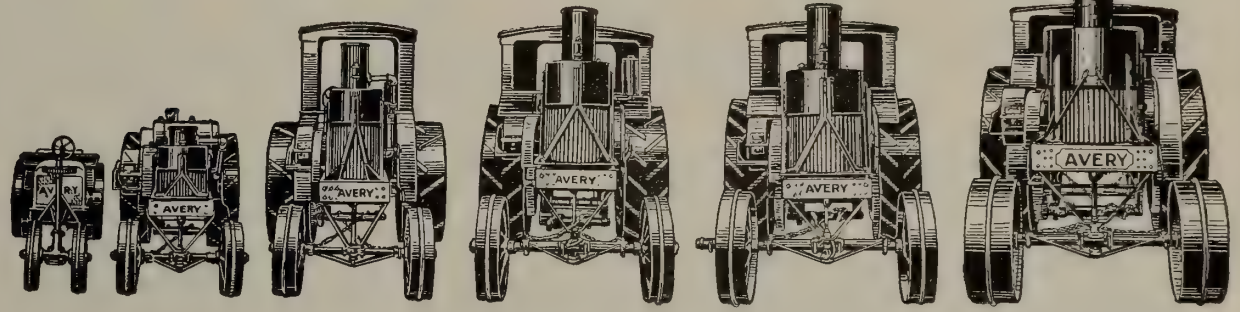
The Bissell Disc Harrow

30x16, 14-ft. wide, six-horse hitch is the implement to buy. It will do better work and cover more ground than any other harrow on the market. Note that the hitch is from two points. It runs steadily, turns easily, has four flexible gangs, and rides easily. The Bissell has great business capacity.

Write any branch of the John Deere Plow Co.. Ltd., addressing Dept. E

Manufactured Only by the **T. E. BISSELL CO., Ltd., Elora, Ont.** 90A

SEE ALSO ADVERTISEMENT ON PAGE 8

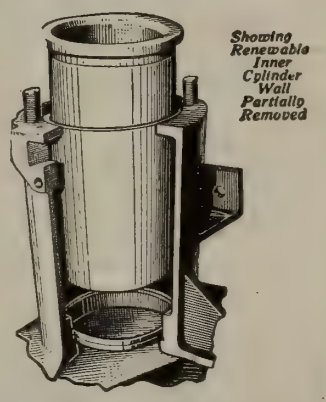


A SIZE AVERY TRACTOR FOR EVERY SIZE FARM

The Second Line of Defence

The fighting forces of Canada are our first line of defence—the food production forces, our second.

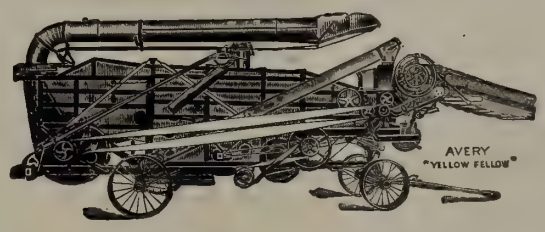
Dealers can now perform a duty not only patriotic but practical and profitable as well—pushing tractor sales in order to increase the supply of food products and decrease the labor required. The great shortage of labor and animal power makes the use of tractors absolutely necessary.



SIX SIZES—AT YOUR SERVICE—FOR BIGGER CROPS

The Avery Line has a tractor for every size of farm—5-10, 8-16, 12-25, 18-36, 25-50 and 40-80 h.p. Five larger sizes built alike. Opposed, slow speed, heavy duty motors, patented sliding frame, two-speed, double drive, all spur gear transmission, no fan, no water pump, no fuel pump, no outside lubricator, no second clutch, no bevel gears, no intermediate gear. All five sizes have renewable inner cylinder walls, as illustrated, the greatest improvement ever designed in tractor motors. ONLY Avery Tractors have them. If cylinder is injured all the customer requires is a new inner wall.

All Built For—and Use—Kerosene with Perfect Success



Avery Threshers are Grain Savers

Avery Separators can show the best grain-saving record ever made. Thresh fast; non-stop runs; small repair bills. Built in eight sizes—19 x 30; 22 x 36, 26 x 40, 28 x 46, 32 x 54, 36 x 60, 42 x 64 and 42 x 70. A size for any requirement that your customers may have. Regularly equipped with I.X.L. Separating Device, Cone Pulley Belt Guide, Improved Belt Reel, Lifting Jack, etc. Get our descriptive catalog and proposition.

Dealers: Ask for Avery Sales and Commission Contract
See the Avery Line at Brandon and Regina Fairs

WESTERN CANADIAN DISTRIBUTORS—

CANADIAN AVERY COMPANY LIMITED

WINNIPEG, MAN. **REGINA, SASK.**

A Bird's-Eye View of the Machinery Display at Brandon Fair

"WHERE MACHINE MEN MEET"

PROVINCIAL EXHIBITION

BRANDON, MAN.

JULY 16, 17, 18, 19, 20, 1917

Western Canada's Greatest Farm Machinery, Agricultural, Live Stock and Industrial Exhibition

$65,000 IN PRIZES, RACES, ATTRACTIONS **$65,000**

Horses, Cattle, Sheep, Swine, Poultry, Dairy and Agricultural Products, Arts, School Exhibits, Butter-making Competitions, Milking Tests, Government Exhibits.

MANUFACTURERS: EXHIBIT YOUR LINES

Manufacturers, Jobbers and Distributors should make early application for space, so as to ensure a good location. Outside space free; inside space at a nominal charge. An Exhibit at Brandon means Big Business and a great advertisement for You.

Light Tractor Plowing Demonstration

This year's Light Tractor Plowing Demonstration will be one of the leading attractions at the Exhibition. Over 30 Tractors will plow daily from 10 a.m. to 12 noon. Come and see them. Get in touch with the different types, and watch them operate under similar conditions. No competition, simply a Practical Demonstration. And you will also see the greatest Machinery Display in Canada.

SINGLE FARE ON ALL RAILROADS ASK FOR PRIZE LISTS

A Visit to Brandon Exhibition, for both old and young, is a Holiday worth while

P. PAYNE, President W. I. SMALE, Secretary

Come and See the Steel Horses at Work

A Good Resolution

An implement dealers' association in Nebraska has passed a resolution pointing out that it is essential that the supply of farm machinery be kept up so that the food production of the state may not be affected. It is also resolved that through the press association, publicity departments of commercial clubs, and business men's associations, farmers be made fully acquainted with conditions in the material supply market. Also that farmers be urged to make it a part of their patriotic duty to anticipate their actual requirements of agricultural implements, wagons and repairs as far in advance as possible, in order that manufacturers may have an opportunity to make up the kinds and quantities necessary to supply this need.

Push Potato Diggers

In general design all potato diggers are pretty much alike. There are several good makes on the market, the product of companies who specialize in this class of machinery. When a dealer takes the agency for any reliable machine, he is less liable to experience any come-backs. A digger, to sell well, should be durable and dependable, and have light draft so it can be operated with minimum power.

The best machines have an arrangement whereby the shovels can be adjusted at different angles to meet different conditions. There are attachments which prevent the machine from sliding on hilly ground. There are also attachments which make work in stony ground possible. The machine must dig deep enough to get the potatoes without the possibility of bruising or cutting them. It must also be able to run without too great a draft or without possibility of choking down.

After the potato crop has been dug, the potatoes must be marketed in the proper condition to command the best prices. That means that the farmer must not market the small, large and intermediate sizes together. The small potatoes do not command a very high price and their presence with larger ones always results in a low price. To sort his potatoes properly the farmer needs a sorter, a comparatively simple machine and easily operated, which is so much superior to any hand method the farmer may adopt that its cost is economical.

Meeting Machine Shortage

"Now is a good time for the farmer to sell his old scrap iron; now is the time for him to repair every old machine on the place that a year or two ago he had thought was worthless. He can do it now without hurting the feelings of any implement dealer or manufacturer, and there is plenty of machinery in the yards of the farmers that can be put in workable condition with small expense. These are the times when the farmer can afford to make every lick count. The implement dealers in many places have second-hand machinery. They should put it in order and have it in readiness for the farmer who will come in and buy it in a hurry some day."—J. B. Bartholomew, President Avery Company.

Book accounts without good notes aren't much account as quick assets.

THE HUBER JUNIOR THRESHER

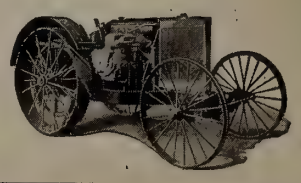
100% FARMING

THE HUBER JUNIOR THRESHER enables your customers to thresh every grain they reap. Large enough for efficiency. Small enough for economy. They get fields ready for fall plowing with their own labor. Any 12-25 Tractor will drive it. Complete with wind stacker, feeder, weigher, etc.

The Huber Light Four pulls three 14-inch plows. In 5,000 lb. class—12 h.p. at the draw-bar and 25 h.p. at belt. Will operate all farm machinery. By every standard the most powerful and economical power unit for medium and large size farms.

Write to-day for Literature and Agency Proposition.

THE HUBER Light Four



The Huber Manufacturing Company

BRANDON MAN.

OR

J. D. ADSHEAD CO., LTD.

WINNIPEG

The Small Separator is Efficient

In proportion to its size it can truthfully be said that the small thresher has a higher degree of efficiency than its big brother. Small separators are made in many sizes, which fact offers the farmer a separator which can be operated by any size tractor he may possess. Perhaps the smallest size is a 20 x 28, which, as every farmer knows, means that the separator has a cylinder 20 inches long, while the sieve in the rear is 28 inches wide. About the same size is the 19 x 30. There are separators 20 x 32, 20 x 36, 22 x 36, 26 x 46, 28 x 46, and others too numerous to mention. These sizes represent a few of the separators of the leading manufacturers. Small separators are made largely by companies which have been producing separators for years and the merit of whose product is unquestioned, says a writer in the "Implement and Tractor Trade Journal."

A separator of the 20 x 28 class can easily be operated by an 8-16 tractor, which is about the smallest size in general use on farms. Separators of the 20 x 36 class—the sizes vary somewhat with different manufacturers — can be operated by a 10-20 tractor. Separators of the 26 x 46 class can be handled easily by a 12-25 tractor. This shows that the manufacturers of separators have kept pace with the development of power by which the separators can be operated.

Small separators range in price all the way from approximately $400 up. As a general rule the smaller machines are equipped only with hand feeds and common stackers. This is all that is needed for individual farm use, but extra attachments and equipment can be obtained at nominal prices.

Selling these baby separators, as they are frequently termed, can be made a mighty profitable side of the dealer's business. The dealer can take care of all expenses of selling and demonstrating and have from twenty to twenty-five per cent profit left. Selling is largely a matter of education. The average farmer has been led to believe that a threshing outfit entails an expense beyond his reach, but this condition no longer exists.

A separator which sells for $400, or a little more, can be paid for by threshing 7,000 bushels of wheat at the average threshing price per bushel. At fifteen bushels to the acre, a very conservative yield, it takes no insuperable acreage or yield to pay for the machine. The life of a small separator is determined only by the care it gets. It should be in service after it has threshed a million bushels, and if kept from exposure to the weather should serve the average farmer a lifetime. Figuring the interest on the investment at 7 per cent, the charge on this account would only be around 30 dollars a year. Not only for wheat but for the other grains the small separator will be found to be a most profitable investment for the farmer. As time passes this line will be one that will see a steadily increasing demand from the dealer's customers who own engine power, whether tractor or portable engine outfit.

Despite the noise of the automobile, if you'll notice carefully you'll observe that the little old top buggy is still doing a good business at the old stand—which ought to be your stand.

Three Plow Tractor Favored

On the average farm of 160 to 240 acres a tractor which will pull three plows and operate other machinery in proportion is probably the most economical machine for the farmer to purchase. At times the farmer may require a larger machine, but for most situations a tractor having a draft of 9-12 h.p. at the drawbar, and 16-20 h.p. at the belt, is best adapted to the average farm. Such a machine will do the plowing and other field work quickly and well, and will operate all the other machinery on the average farm.

Mr. DEALER
Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

GET HIS PRICES BEFORE YOU ORDER

Brandon Pump & Windmill Works
BRANDON MAN.

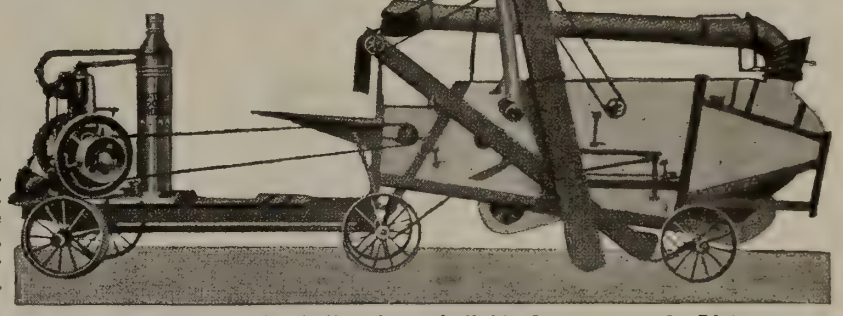
"Lister" Ideal Threshing Outfits

Combination or Tractor-Driven

TWO SIZES	POWER
22 x 32 SEPARATOR;	7 to 12 H.P.
26 x 38 SEPARATOR;	14 to 17 H.P.

An outfit every farmer can afford. Cleans the grain ready to market. Strong, practicable; two men operate it with ease. Large threshing capacity. Supplied with or without bagger, tailings elevator, straw carrier or blower.

Six-Wheel (Patented) Truck Eliminates Vibration



Powered by the famous Lister Engine, the most reliable engine built. As an individual separator, the Lister 26 x 38 is unequalled for use with a light tractor. Ask for full particulars. There is a big demand for Lister outfits.

PEORIA KEROSENE TRACTORS

For All Farm Work

8-20 H.P.
Self-Steering
Capacity
Three 14-in. Plows

The Peoria is a strong, 3-wheel, self-steering tractor, with a record for reliable service. Perfectly balanced 4-cyl. engine, 3¾ x 5 in., designed for kerosene and low-grade fuels. Drive wheels 60 x 18 ins. Cut steel transmission gears run in oil. High-grade magneto. Stromberg carburetor with air-cleaner. Shipping weight 3,950 lbs. Very accessible design. An all-purpose tractor adapted to medium sized farms, and built for West Canadian conditions. Dealers, sell a tractor that has made good. We can ship promptly. Write for our liberal agency offer—at once.

SEE THE "PEORIA" IN ACTION AT BRANDON PLOWING DEMONSTRATION

OUR LINE INCLUDES:

"Lister" and "Canuck" Gasoline Engines, Peoria Kerosene Tractors, 8-20 H.P., Grain Grinders and Crushers, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Ensilage Cutters, Silos, Sawing Outfits, Combination Threshers, Pumps, Pump Jacks, Power Pumping Outfits, etc., etc.

R. A. LISTER & COMPANY, LIMITED

WALL STREET, WINNIPEG, MAN.

ST. JOHN, N.B. TORONTO QUEBEC

What Tractor Demonstrations Teach

The light tractor plowing demonstration to be held during Brandon Exhibition, as was the case last year, will result in both the dealer and the prospective customer acquiring the exact information which they desire about tractors and plows, and the adaptability of mechanical power to farm operations. Such demonstrations offer a splendid means of obtaining first hand practical insight into the possibilities of tractor power.

Durability, simplicity of construction, and accessibility of working parts are exceedingly important considerations in the choice of a tractor, and one of the most valuable features of the tractor demonstrations is the opportunity they afford for studying the details of mechanical make-up and making comparisons of the arrangements of parts as found in the different makes of machines.

In reality the demonstration will be a three days' short course in power plowing, and the instruction will be given by the method which has proved most effective in teaching so many agricultural subjects. The practical work, the description and explanation of the features of the tractors by attendants, and the careful study of the details of construction of the machines, constitute a most valuable assistance for those who are really desirous of informing themselves upon the subject of power farming. On the fair grounds the machines will be seen at belt work—another most important requirement from the view point of the prospective purchaser.

We are all aware how a man examines a horse with a view to buying it. He does not base his judgment entirely upon its speed or its ability to pull. He looks the animal over carefully for indications of unsoundness, looks for points which indicate strength, endurance, and whether it is likely to stand hard service. Satisfied on these points the prospective horse buyer is ready to judge the animal's speed, action, pulling power, disposition, etc.

The prospective buyer or the man who is looking for a line of light tractors to handle, can well proceed in the footsteps of the horse buyer, for it is as important to know the design and arrangement of parts in a tractor as it is to know the conformation of a horse.

Strength, durability, and simplicity are three desirable features in a tractor. If a machine is light and at the same time strong, so much the better, but strength and durability should not be sacrificed for lightness. All parts which may require adjustment should be easily accessible so that they can be reached without taking the machine to pieces. See that the motor and other working parts are well enclosed so that dust and dirt will be kept out of bearings. The oiling device, the magneto, the steering device, the hitch—these and very many other points deserve the most careful and detailed study.

The adaptability of the tractor to belt work is a point of vital importance to the prospective purchaser, for its profit as an investment will depend very largely upon its use for belt drive. Will it turn in small space? Is it easily operated? Does it burn cheap fuel successfully? Is it adapted to my system of farming? How long has it been manufactured? Is the company in business to stay? Can repairs or new parts be obtained promptly and easily in any locality? These and many other questions are foremost in the minds of farmers interested in the light tractor.

The greatest success with a tractor is dependent to a considerable extent upon the choice of machine, and a visit to the tractor demonstration by one of your prospective customers may do much to help him form a final opinion—we hope a buying opinion—on the machine you handle.

At all events these demonstrations are great educative events and do more than anything else to popularize the light tractor. They help the farmer decide more accurately whether he can make more profit on his land with or without a tractor. It is unimportant whether the farmer obtains his power from a tractor or horses, or both, but it is from his standpoint very important that he utilize the form of farm power which is most economical and efficient for his particular case. Brandon light tractor demonstration this year should be of value to every farmer in bringing home a realization of what the light tractor can do, and how it, along with the light engine gang, has been developed to meet the needs of the average individual and the average farm.

It beats war how much some salesmen sell—in their hotel-lobby conversation.

Tractor Demonstration in U.S.

The tractor demonstration committee of the National Association of Tractor and Thresher Manufacturers announces that a demonstration of tractors will be held at Fremont, Nebraska, from August 6th to 11th. In connection with this demonstration, there are some thirty rules. Public demonstrations will be made twice daily, and no private demonstrations are allowed. No exhibitor will be allowed more than one tractor of each size on the field during the public demonstrations doing the same kind of work. He may have one or more machines performing different operations, namely, one plowing, one disking, one seeding, etc. Over 3,000 acres of land have been secured for the demonstration.

Tractor Does Good Work

In a dynamometer test on the Model B, 12-24 h.p. Happy Farmer tractor, held on June 22, near La Crosse, Wis., this tractor pulled a peak load of 3,000 pounds and held an average of 2,400 to 2,700 pounds on a steady pull. The ground was pasture grown up to weeds, and was pretty wet. With cast iron spade lugs the tractor pulled a No. 23 La Crosse 3-bottom plow from 6 to 10 inches deep. This test was considered very satisfactory.

The manufacturers report that in a competitive test, on June 11, a Happy Farmer Model A, 8-16 h.p. pulled a 3 bottom, 14-inch plow 8 inches deep, with ease. A competitor with a tractor rated 10-20 h.p., equipped with angle iron lugs, was unable to pull two plows, while this tractor, even when equipped with the lugs from the Happy Farmer machine, was only able to pull two plows five inches deep. The owner of a Model A, 8-16 h.p., living at Sheffield, Iowa, reports that last spring he broke 29 acres of tough blue grass and timothy sod, double disked 146 acres, and harrowed all but 30 acres of it, drilled 35 acres of small grain and planted 100 acres of corn—all with his 8-16 h.p. Happy Farmer

Lodges Plant Potatoes

The lodges of Jackson, Mich., in answer to the appeal for more food, planted a large acreage, principally of potatoes, which were put in for them by the International Harvester Company, of America, the Oliver Chilled Plow Works, South Bend, Indiana, through their Ann Arbor, Michigan branch, and the Aspinwall Manufacturing Company, the latter of Jackson, Michigan.

DEALERS! VISIT CONWAY'S
WHEN YOU ATTEND
REGINA EXHIBITION, JULY 23–27
ANY HORSE WILL TELL YOU:
"With Heney Harness and a Glengarry Buggy, nothing on the Road can beat me."

It's Horse Sense to Sell Them

I'll be glad to see you

GLENGARRY BUGGIES
FORD COMMERCIAL BODIES

When at the Fair look over my Lines: Heney Light and Heavy Harness, Glengarry Vehicles and Commercial Automobile Bodies, "Viking" Cream Separators, Grain Tanks, "Zig-Zag" Grain Picklers. My prices will interest you. Stock of all Goods carried at Regina.

ASK FOR SPECIAL DEALERS' PROPOSITION

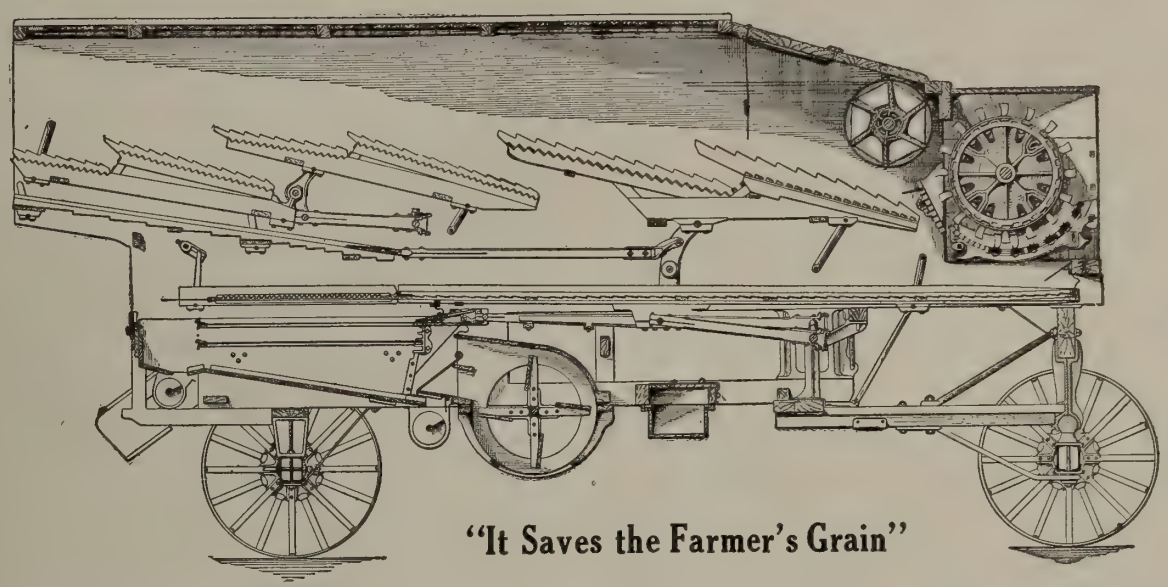
BERT CONWAY CORNER ALBERT AND SOUTH RAILWAY STS. REGINA

"THE GREAT MINNEAPOLIS LINE"

GIVES LASTING SERVICE and SATISFIED CUSTOMERS

Steam Engines and Gas Tractors

Our Customers are our References

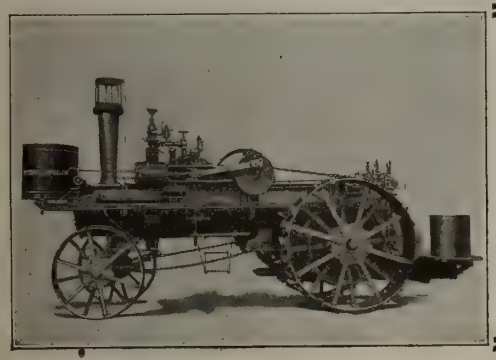


"It Saves the Farmer's Grain"

Separators in all Sizes. Light and Heavy Power Plows

Our Customers are our References

WHEN you sell your customers Minneapolis Machinery you have the assurance that they get a Gas Tractor, Steam Tractor, Separator or Plow which is built up to a standard, not down to a price. A record of many years of unvarying, satisfactory service, and thousands of testimonials from satisfied users, prove that our line means permanent and profitable business for Minneapolis dealers. The Minneapolis Separators save grain. No waste. Steady running, easily operated, vibrationless, durable, quickly adjusted. Our steam and gas tractors are not cheap machines, but dollar for dollar return the biggest profit on his investment to the customer. Investigate the Great Minneapolis Line. Ask for Catalogue giving full particulars. Gladly sent on request.



FARM MOTORS	STEAM ENGINES	SEPARATORS	ENGINE PLOWS
4-Cylinder	Single Cylinder	24 x 36 Jr. Standard	Light Duty
15 H.P. 20 H.P.	16 H.P. 20 H.P.	28 x 46 32 x 52	2, 3 and 4-Bottom
40 H.P.	24 H.P. 28 H.P.	32 x 56 36 x 56	Heavy Duty
Kerosene or Gasoline	Straw or Coal Burners	36 x 62 40 x 62	4, 6, 8 and 10-Bottom
		40 x 72	

See the Great Minneapolis Line on View at the Brandon and Regina Fairs. Make our Tent your Headquarters. We will be glad to have you investigate our machines.

Reputation in the Lines he handles is an asset to the Dealer. Season after season the reputation of Minneapolis machinery is enhanced. It will pay you to find out what this line offers the dealer.

Send To-day for Prices, Terms and Literature on any Item

THE MINNEAPOLIS THRESHING MACHINE COMPANY

HOPKINS (WEST MINNEAPOLIS), MINNESOTA

691-695 HENRY AVE.
WINNIPEG

Branches:
REGINA AND CALGARY

Industries Fight Proposed Freight Increase

At the recent meeting of shippers with the Railway Commission, held in Winnipeg for the purpose of considering a proposed freight increase of 15 per cent and a new freight classification, representatives of every important industry presented strong evidence against the proposed increase. Sir Henry Draykin, K.C., chief commissioner, several times elicited admissions from witnesses that factory products had been raised during the past five years, which admissions were strong points for the position taken by the railways.

The provincial authorities, through counsel, objected to the increase on the grounds that the consumer will be most directly affected. The elevator interests strongly opposed the increase of minimum carload weight from 20,000 to 24,000 pounds, and also against advancing machinery from 6th to 5th class. It was shown that a shipment of 4,300 pounds of nails would, under the new classification, cost $92 instead of $72 freight to a certain point in Alberta. The sheet metal interests pointed out that in many cases the proposed freight classes would increase rates up to as high as 85 per cent.

On behalf of the implement interests, P. G. Bedson argued that the development of the soil depended on machinery and that if prices were boosted the country would suffer. The higher minimum weight for cars was also strongly condemned by witness. It was however, admitted by the witness that many of the lines of farm machinery sold had advanced in price, the reason being the higher cost of raw materials. The Board retaliated with the statement that this was exactly the difficulty which the railroads labored under.

A representative of the Retail Merchants' Association presented figures, showing increases in freight rates, due to rule 17, as high as 150 per cent. He also declared there were many "jokers" in the proposed classification that might run the weight and classification up to almost unbelievable heights. Representatives of the automobile business and the brewing industry were next examined, as were representatives of the hardware interests. The demurrage charge for Sundays and legal holidays was also objected to, and a graded set of charges, $1 for the first two days, after the two free days, with the fifth day at $2 being suggested. All were in unison regarding the prompt loading and unloading of rolling stock. Flour mills and packers also forwarded evidence as to the effect on their line of business.

A strong resolution was presented by the Brandon Board of Trade, which contended that the earnings of the C.P.R. are immense, and that returns should be satisfactory to the shareholders who now receive 10 per cent. regularly on their stock. It was considered in the resolution that it was unfair for the railroads to shift the burden of increased costs upon the consuming public, and to thus increase the already high cost of living.

Rate Opposition Splits Up

At a later hearing the opposition to the proposed rates was very greatly weakened when the prairie provinces branch of the Canadian Manufacturers' Association practically agreed that the transportation companies were entitled to higher rates. This break away from the Board of Trade, retail interests and provincial government was considered a great victory for the railroads, as it binds all Canadian manufacturers together on the side of the carriers. Heretofore the Western manufacturers opposed the proposed rates on the grounds that they might be justifiable in the East but not in the West. In agreeing to the advance the representatives of the manufacturers said that it was with the understanding that such increase should be temporary, as a war measure only, and that prevailing classification should not be changed.

Arguments at considerable length were advanced by the railroad representatives, the various increases in operating costs being given. The C.P.R. was attacked by the other roads, it being stated that the old road would be benefited by the increased annual basis of about 65 per cent of all the additional money that would be paid by the public. In approximate figures it was contended that the C.P.R. would receive 21 millions increase in one year, the C.N.R. about 5 millions, and the G.T.P. about 6 millions.

Isaac Pitblado, K.C., for the provincial government made a trenchant appeal on behalf of the consumer, stating that during 1916 the C.P.R. had an increased earning per freight train mile, and an increased tonnage on the same basis. He argued that this section of the country was now paying more than its share of the railroad tariff.

The proposed increases, according to a representative of the lumber interests, would mean an added expense to retail lumbermen of $900,000 annually. The secretary of the Canadian Council of Agriculture, speaking for the farmers, said that the advance in rates would amount to $25 for every family in the Dominion. The commission is expected to render an early report of the investigation to parliament.

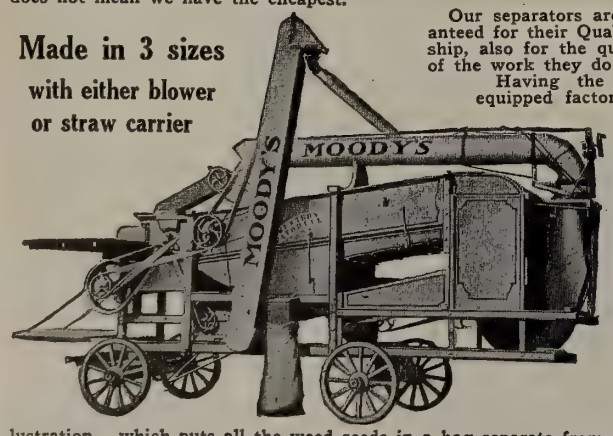
Speaking editorially, we consider that our railroads should be doing better work than they are doing. If they cannot carry the freight that is offered them, they should be helped, but not by victimizing the consumer; if they will not, they should be punished. Are railroads doing their level best to deliver freight promptly? Are they being run as efficiently as they might be? If operating costs are higher, the same condition obtains in every line of business. Raw materials have gone up; we know it. But if freight increases further advance the cost of farm machinery, the farmer, who is already incensed against freight rates, may retaliate by cutting down purchases with the result that not only the retailer but the manufacturer will suffer. What affects the ultimate consumer is bound in the end to affect business in general. The price can always be passed on, but the limit must lie somewhere.

Now for binder business!

THE NEW MOODY

The New Moody threshing machine, complete with engine, sells for less than some of the other separators without engines that do not have any more capacity than the Moody. The fact that we have the lowest priced machine on the market does not mean we have the cheapest.

Made in 3 sizes with either blower or straw carrier



Our separators are thoroughly guaranteed for their Quality and Workmanship, also for the quality and quantity of the work they do.

Having the largest and best equipped factory in Canada, and on account of our specializing on small threshers, we can sell them cheaper than our competitors.

We still have some vacancies open for live Agents only. You can double your sales by handling the Moody line of separator, coal oil and gasoline and throttling governor engines.

Note the weed seed bagger as shown in the illustration, which puts all the weed seeds in a bag separate from the grain.

Our separators are made in three sizes, viz.: **24 x 32** in., **30 x 36** in. and **30 x 40** inch, equipped with either wind stacker or straw carrier.

We have inquiries from every territory in Western Canada. Don't waste your time in looking up prospects, but sell the machine that the farmer wants right now.

LOOK FOR THE MOODY SIGN AND THE MOODY OUTFITS AT THE BRANDON, REGINA, SASKATOON AND EDMONTON FAIRS.

Don't wait, but write to-day for contracts, prices and so forth to

The New Home Machinery Co. Ltd. Saskatoon, Sask.
General Agents for Saskatchewan

Francoeur Brothers - Camrose, Alta.
General Agents for Alberta and British Columbia

Mitchell & McGregor, Ltd. - - Brandon, Man.
General Agents for Manitoba

CANADIAN NORTHERN

ON YOUR SUMMER TRIP

TRAVEL CANADIAN NORTHERN

PACIFIC COAST

SUMMER EXCURSION FARES TO
VANCOUVER, VICTORIA, NEW WESTMINSTER, SEATTLE, PORTLAND, SAN FRANCISCO, LOS ANGELES, SAN DIEGO

On sale, June 15th to September 30th
Final return limit October 31st. Stop-over allowed.

SPECIAL FARES
North Pacific Coast Points
June 25, 27, 30; July 1 and 6—Two months' limit

SPECIAL FARES
Jasper Park and Mt. Robson
May 15 to Sept. 30

To EASTERN CANADA

Round Trip 60 Days. Summer Tourist.
Fares June 1st to September 30th.

Standard Electric-lighted Trains carrying Compartment Observation Cars through the Mountains and Winnipeg to Toronto. Through standard Sleeping and Tourist Cars.

Pamphlets and full information gladly given by any Canadian Northern Ticket Agent, or by

R. CREELMAN, G.P.A. Winnipeg, Man.
W. STAPLETON, D.P.A. Saskatoon, Sask.
J. MADILL, D.P.A. Edmonton, Alta.

HOW INCREASED FREIGHT RATES WOULD AFFECT IMPLEMENT BUSINESS

In an address to the Railway Commission at the investigation regarding the proposed increase in freight rates, P. G. Bedson, traffic manager of the John Deere Plow Co., Winnipeg, on behalf of implement wholesalers and retailers, advanced many strong arguments showing what the proposed increases would mean in the cost of landing such implements as binders, drills, plows and wagons in the distributing centres of Winnipeg, Regina, Saskatoon, Calgary and Edmonton. Under the proposed classification it would cost $3.47 more to land a binder in Winnipeg than it now does. At Calgary the increase would be $6.03. The farmer, who is urged to raise bigger and better crops, would have to pay this increase.

Canadian carriers do not grant the facilities of transportation that are granted by U.S. carriers—such concessions as stop-over privileges, storage in transit, etc. The proposed change raises implements to the rating of binder twine (fifth class), whereas uniformity should be secured by reducing twine from fifth to sixth class. Carriers suggest increasing minimum carload weights on implements from 20,000 to 24,000 lbs., and on twine from 24,000 to 30,000 lbs. This, Mr. Bedson contended, was unjust, unreasonable and excessive. In the U.S. the Interstate Commerce Commission determined the minimum weight as 20,000 lbs.; and that is the minimum at which the bulk of implements are carried in both countries. Binder twine should be in the same category.

Full Carloads Carried

As a matter of fact, the average car loading of implements is far above the present minimum of 20,000 lbs., and no advantage is sought or taken of the minimum weights. This, insofar as carload shipments from factories to distributing houses at the leading west Canadian centres. An analysis of the shipments received by one large implement house in Winnipeg shows, regarding carloads received during the past year, the following: 13 per cent of all cars carried from 20,000 to 22,500 lbs.; 22 per cent, 22,500 to 25,000 lbs.; 17 per cent, 25,000 to 27,500 lbs.; 29 per cent, 27,500 to 30,000 lbs.; 11 per cent, from 30,000 to 32,500 lbs.; 5 per cent, 32,500 to 35,000 lbs.; 2 per cent, 35,000 to 37,500 lbs.; 1 per cent, 37,500 to 40,000 lbs.

This shows, said Mr. Bedson, that the implement wholesalers are endeavoring to assist carriers in the matter of equipment by both heavy and capacity loading. Certain machines cannot, however, be loaded even to the present minimum weight of 20,000 lbs. This applies to 6-foot binders—only twelve of which go in a car, and these weigh 20,000 lbs. Further, feed grinders and straw cutters cannot be loaded to 20,000 lbs. unless a deck is put in the car. It is, therefore, impossible to load these implements to the present minimum, and that minimum should not be increased to 24,000 lbs.

As Affecting the Dealer

Mr. Bedson showed how loading goods for the dealer was regulated largely by the ability of the latter to receive, handle, store and sell the goods in large carload units. The unit load is necessarily small at first, until the dealers' trade warrants the handling of larger shipments. Implements are seasonable goods, argued the speaker, and few dealers can afford to buy in spring sufficient binders, mowers, rakes and wagons, or other goods which are not sold till harvest, in order to enable him to bring in a carload in spring when he is getting his spring goods. It is difficult to place a carload of implements at one time in one town which will contain weight even to the minimum of 20,000 lbs., to say nothing of the proposed minimum, 24,000 lbs. Taking shipments to dealers, the records of one large wholesale concern show that the following weights were sent in a given number of cars to the retailers: 8 per cent contained under 10,000 lbs.; 11 per cent contained from 10,000 to 12,500 lbs.; 13 per cent from 12,500 to 15,000 lbs.; 8 per cent, 15,000 to 17,500 lbs.; 12 per cent, 17,500 to 20,000; 8 per cent, 20,000 to 22,500; 15 per cent, 22,500 to 25,000; 9 per cent, 25,000 to 27,500; 5 per cent, 27,500 to 30,000; 8 per cent, 30,000 to 32,500 and 3 per cent over 32,500.

The implement wholesalers commonly try to load to car capacity by consolidating shipments for different dealers in one area. A car, for example, may be shipped to Lauder, Man. The dealer there unloads his goods, also the goods for Napinka and Melita; the balance is forwarded to Alida. Even with this care taken, it will be noted that 52 per cent of the total cars shipped by this house did not contain over 20,000 lbs. It is, consequently, most unjust that carriers ask the minimum to be increased to 24,000 lbs.; it should actually be decreased below the present weight, argued Mr. Bedson.

The dealers' business comes purely from the country districts, consequently, as railway systems expand, his territory is reduced, and he has a smaller trade radius. Competition increases and makes it very difficult for the individual dealer to make up a carload order of implements and machinery.

Mixed Carload Ratings

Any privileges in mixed carload ratings cannot be taken advantage of owing to the increase in carload weights. If a carload of plows is shipped, the minimum would be 24,000 lbs. If some extra shares are included, the minimum would be increased to 30,000 lbs., and if some extra parts were included it would further increase to 36,000 lbs. Yet it is necessary for the dealer to have some extra shares or plow parts on hand, but if he brings these forward with his complete machines in spring, for stock purposes, under the proposed classification, he will pay on the minimum of 36,000 lbs.

Repair Parts a Problem

No wholesale house can figure out exactly what repair parts will be required, and when it is necessary to bring in a further supply from the factory, the wholesaler must either pay local freight rate or make up a car on the basis of 36,000 pounds. Yet, the importance of these spare parts to the farmer cannot be overestimated. If the wholesalers were granted the privilege of mixing plow parts and shares with carloads of complete goods, the farmer could get his repair parts sooner.

Stocks of plow parts and shares are priced on the carload basis, so that extra parts brought in in cars of complete machines, or by local freight, means an actual loss to the distributing houses. Conservation of his machinery this year elicits demands from farmers for spare parts for plows which have not been manufactured for the past twelve years, therefore, the speaker contended, plow shares and extra plow parts should take the same class as the complete article and the same minimum weight. Binder twine should also be allowed loading with implements at the implement rate and minimum weight. The shipper who offers freight in carload consignment should have every encouragement, and the mixing privilege will be an incentive to the dealer to fill his car to capacity.

The Enclosure of Notes

At a recent meeting of the credits and collection department of the National Implement and Vehicle Association, considerable discussion took place on the practice of enclosing notes with invoices for complete goods, for the dealer to sign and return. In the discussion it was apparent that this is not a universal custom in the United States. The practice has, however, one virtue which may commend it to both the manufacturer and the dealer: It calls to the dealer's attention the desirability of his getting notes from the farmer when he sells him goods, instead of putting the amount on his books and allowing it to run indefinitely. Old age is usually entitled to respect and consideration, but not when it concerns ledger accounts. A further reason for cash or note settlement at time of sale was developed by the fact that the increased cost of goods requires a dealer to invest at least 50 per cent more capital in the same number of machines and implements—he must turn his stock into cash or discountable notes if he is to avoid borrowing heavily.

One of the best kinds of advertising which a dealer can have is the mouth-to-mouth kind. That's the kind that comes when you get your customers to recommending you to their friends.

Insurance in Saskatchewan

A report from the Superintendent of Insurance in Saskatchewan shows that during 1916 a total of 174 companies operated in that province, of which 82 wrote insurance for fire, 32 life, 5 hail, 1 automobile, etc. Dominion licenses are held by 139 companies, and 35 are licensed under the Provincial Act. In 1916 the following is the statement of the premiums and claims:

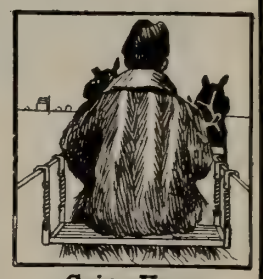
Class	Premiums	Claims Paid
Automobile	$ 20,499	$ 7,339
Employers' Liability	43,195	31,497
Mutual Fire	198,749	111,014
Fire	2,236,606	899,854
Hail	1,431,742	1,693,291
Health and Accident	169,998	65,465
Life	2,951,051	575,127
Live Stock	15,772	4,539

"Quick Turn-over and Good Profits"

The Wagon Loaded

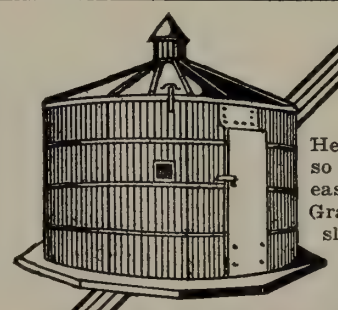
That's the experience of Dealers who sell

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEATS


Going Home

Make the longest ride a pleasure. Fit any wagon or sleigh box. Comfortable, convenient; give protection from the wind and complete control of the team. Carry 600 lbs. with ease. Order a stock NOW, and watch them sell. Every farmer is a prospect. Write at once.

WAWANESA WAGON SEAT COMPANY
WAWANESA, MANITOBA.



Weather Proof
Vermin Proof

Here is absolute protection for your grain—so strongly built that it can't bulge—and yet easily set up and taken down. The Johnston Granary has a big outside door with inside sliding sections to hold the grain at any height. As a granary or as ordinary storage, it is a firm, water, wind and weather proof building.

Johnston's Granary

Ready to Erect

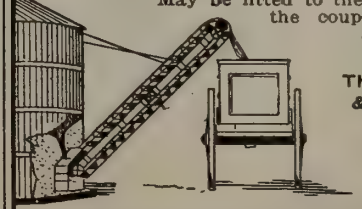
All framework needed is sent from our factories cut to fit and ready to nail together. The galvanized sheets lock together. They are further strengthened with wide iron hoops drawn tight with tension bolts, a large 14-inch metal ventilator is supplied—a top man hole for loading and an iron fireproof door.

Tight at Every Point

Rain or snow cannot drive in at any joint in the whole structure. The Johnston Granary gives sure protection from the elements because every seam in roof and walls is locked tight. There is no opening for vermin to get in. No exposed part for fire to catch.
Coupon will bring full information.

DINNEN GRAIN UNLOADER

A portable elevator that can be used anywhere on the farm. May be fitted to the Johnston Granary. Mail the coupon for literature and prices.



The Metal Shingle & Siding Co., Limited, Winnipeg, Man.

F.I.

The Metal Shingle & Siding Co., Limited, Winnipeg.
Send me your agency offer on these lines.
.....
.....

Concerns Display Lines at Winnipeg

During the Retail Merchants' Convention at Winnipeg considerable number of firms made displays of their lines in the large hall of the Industrial Bureau, where the convention took place. Amongst other firms we noted the following exhibits:

The Maytag Company had on view a nice display of their hand and power washers. Their electric washing machine with swinging wringer was also shown in operation, as well as the famous Multi-Motor Washer, a machine with a ½ h.p. engine attached as part of the equipment. This machine, with its reversible swinging wringer, attracted a great deal of attention.

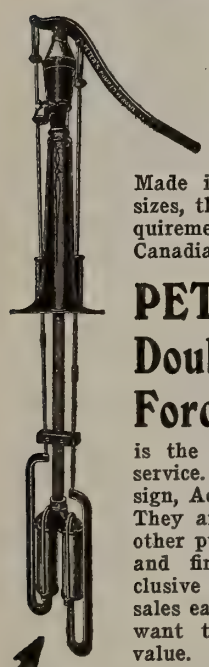
D. Ackland & Son, the well known implement supply concern, had a very fine array of eveners, singletrees, neck-yokes, etc., displayed in a very attractive booth; the color scheme of which was in red, white and blue.

Beatty Bros., of Fergus, Ont., and Winnipeg, showed a line of their pumps in various types, also their churns, waterbowls, stable fittings and other lines manufactured by them. All three displays were centers of attraction for the visiting merchants.

Implement Material Costs

A study of the steady advance in the price of raw materials very vividly shows why implements advanced in price. Take the cost of some of the more necessary raw material during the month of May in the three years 1915, 1916 and 1917. The three prices shown indicate the advance yearly in each class of material: Steel bars, $1.20-$2.50-$3.50. Soft center steel, $4.75-$6.50-$9.75. Pig iron, $13.50-$18.00-$40.00. Sheet steel, $1.30-$2.90-$7.00. With those percentages of advance in materials it can scarcely be wondered at if the price of farm machinery advances rapidly these days.

PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "come-back." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

Synopsis of Canadian North-West Land Regulations

THE sole head of a family, or any male over 18 years old, may homestead a quarter-section of available Dominion land in Manitoba, Saskatchewan or Alberta. Applicant must appear in person at the Dominion Lands Agency or Sub-Agency for the District. Entry by proxy may be made at any Dominion Lands Agency (but not Sub-Agency), on certain conditions.

Duties—Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres, on certain conditions. A habitable house is required except where residence is performed in the vicinity.

In certain districts a homesteader in good standing may pre-empt a quarter section alongside his homestead. Price $3.00 per acre.

Duties—Six months' residence in each of three years after earning homestead patent; also 50 acres extra cultivation. Pre-emption patent may be obtained as soon as homestead patent, on certain conditions.

A settler who has exhausted his homestead right may take a purchased homestead in certain districts. Price $3.00 per acre.

Duties—Must reside six months in each of three years, cultivate 50 acres and erect a house worth $300.

The area of cultivation is subject to reduction in case of rough, scrubby or stony land. Live stock may be substituted for cultivation under certain conditions.

W. W. CORY, C.M.G.,
Deputy Minister of the Interior.

N.B.—Unauthorized publication of this advertisement will not be paid for.—64388.

Tractor Company Expanding

The Minneapolis Steel and Machinery Co., Minneapolis, manufacturers of the "Twin City" line of tractors, announce that they will spend $325,000 in the construction of two more factory units in the plant. One of these will be used for the making of engines for tractors and trucks, and the other for a fully equipped drop forge plant. The company has purchased 600 feet of additional land with a depth of 175 feet. This area will be used as a tractor testing ground.

Regina Exhibition

The prize list for the provincial exhibition to be held at Regina, July 23-27, shows that over $21,000 will be offered in prizes. Good exhibits are promised for the year, while the machinery display will be quite as good, if not better, than in past years. Special prizes will be given for the best butter produced in each of the three prairie provinces. A good line of attractions, and a fine display of industrial exhibits should go to make the Regina Exhibition this year a very interesting and educative event.

Change in C.N.R. Schedule

According to a circular issued by the Passenger Department virtually every branch of the C.N.R. in Western Canada shows a slight change. The service from Winnipeg to Vancouver, the main line, is not affected, leaving Winnipeg at the old time, 10.30 p.m. The new Duluth express leaves Winnipeg at 6.00 daily. The new compartment observation cars will operate between Winnipeg and Toronto and between Edmonton and Vancouver, through the Northern Rockies. Travelers should enquire of local agents re changes in time on the system.

Will Display Lines

During the Regina Exhibition, Bert Conway, manufacturers agent, Regina, will have on display a full line of the goods he distributes in his warehouse, corner of Railway Street South and Albert, Regina. Mr. Conway handles Heney light and heavy harness, Munro, McIntosh buggies, Ford commercial bodies, grain tanks, grain-picklers, Viking cream separators, etc. Dealers visiting the fair at Regina are cordially invited to pay a visit to the warehouse to look over these lines.

Grain Growers Build Sawmill

The Grain Growers' Grain Co. is now building a sawmill on their timber limits, 60 miles east of Fort George, B. C., on the Grand Trunk Pacific. The company has done a considerable retail lumber business for the past few years. They now plan to manufacture their own lumber and supply the farmers direct. The new mill, it is stated, will cost about $185,000, and will have a capacity of 25-000,000 feet per year.

Probable Scarcity of Wagons

Wagon men in the United States assert that there is bound to be a great shortage of farm wagons in this country during the next few years. The U.S. government has contracted for sixty-six million dollars' worth of wagons for military use, which manufacturers have to supply. The result will, it is stated, be a great shortage for the ordinary trade.

The wagon department of the U.S. National and Implement Vehicle Association brought the manufacturers of that country together in a conference regarding the specifications and allotment of orders. Over 30,000 army transport wagons and over 70,000 motor bodies are part of the U.S. government requirements.

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:
Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.

The Question of Implement Supply

On every hand the demand for farm machinery and tractors has been handicapped by difficulty of manufacturing concerns to get raw materials—the latter difficulty being one which will be more insistent as time passes. The Imperial Government is again offering good price for horses, with the result that horses will be sold which to a certain extent must be replaced by tractors on the farms of Canada.

It is very necessary that millions of bushels of grain be grown to relieve the food shortage of the world, but the raising of foods would have been less difficult, had machinery production not been handicapped by the enormous demand for steel and iron to transform into munitions of war. Farmers cannot increase acreage if they have neither the help nor the tools to do it with, and with high prices a bigger inducement is offered for the farmer to rest upon his oars.

Nearly every item in material and supplies in the implement manufacturing industry has risen to a fearful degree during the past two years. Advancing costs have had to be met with on every hand. Not only has there been a shortage in supplies of many kinds, sizes and shapes of materials, but there has been a continual car shortage, delays in transportation, rising cost of labor, etc. Added to this is the possibility of a 15 per cent horizontal advance in freight rates.

Considering the price of some vital products, as at May, 1915 and May, 1917, the following advances are reviewed: Pig iron, per gross ton, from $9.50 to $40.00. Steel billets, per gross ton, from $26 to $110. Iron bars per pound, to large buyers, from .012 to .04 (Pittsburgh). Steel bars the same advance. Steel plates, from .01 to .06, and so on.

Never was it more essential that the implement dealer co-operate with the implement manufacturer in doing all that is humanly possible to keep farmers promptly supplied with all needed implements and machinery.

Conditions, shortages, hindrances and obstructions in the manufacturing business grow increasingly numerous, and farmers should co-operate with the dealer, and the dealer with the manufacturer, in placing their orders as far in advance as possible.

The dealer should order early from the manufacturer, as it is impossible under the strained conditions now prevailing for the manufacturer to fill orders on the short notice customary in normal times.

Without a good stock in hand the dealer cannot serve his community. Low stocks will be very hard to fill in. The farmer will not get prompt service, while the competitor who looks ahead and carries the goods, may get the business. The most effective service the dealer can give is to place liberal orders and get the machines on the floor early. then he must urge farmers to take full advantage of his foresight in this connection. The man who puts off buying his stock these days runs the risk of getting no goods. Conditions everywhere point to a large and sustained demand for farm machinery. There was never a time when the farmer more fully realized the necessity of buying proper equipment, or when he was so able financially to do so.

Help shortage and good prices mean that implements are increasingly important. With a stimulated demand for the goods he handles, the implement dealer fails in his duty to the community if he does not carry the goods so that the needs of the district may be fully met. It is a good policy to be conservative, but at this writing, and with the implement manufacturing business in its present condition, a policy of "watchful waiting" may lead to the dealer losing sales simply because he did not use foresight in sizing up his requirements and procuring the goods.

A Valuable Publication

We lately received a copy of the 1917 Co-operative Tractor Catalog, as issued by the Implement and Tractor Trade Journal, of Kansas City. This book gives full particulars and specifications of all the tractors now being manufactured in the United States. It contains a great deal of valuable information on gas engines and power farming machinery generally, and should be for the implement dealer a very useful publication for reference purposes.

Take a holiday at the Fairs.

A FEEDER THAT MAKES FRIENDS EVERYWHERE

The Langdon Ideal Automatic Self-Feeder

Guaranteed to feed perfectly to full capacity any make or size of separator.

Backs Up Every Claim—and in the Field

The Langdon Ideal Rotary Knife Feeder is the one Feeder that governs according to the condition of the grain. It operates on the principle of hand feeding, handling the dry, straight bundles very fast, while the wet, tough and tangled ones are delivered more slowly, giving the separator and engine an absolutely uniform and even load at all times. The feed is absolutely controlled and governed. The Langdon positively will not slug the cylinder, while pitchers cannot overload the separator.

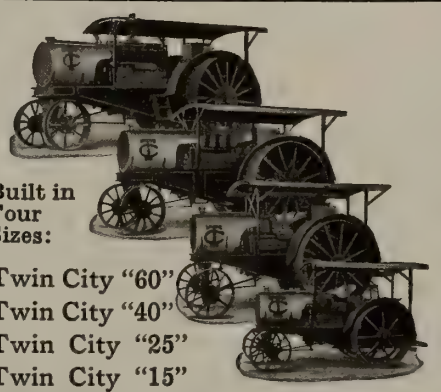
WRITE NOW for full particulars and Agency. We are exclusive selling agents for Western Canada

Cushman Motor Works of Canada, Ltd.

Builders of Light Weight, High Grade, Gasoline Engines for Farm Power Work.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

EXCLUSIVE SELLING AGENTS FOR:
Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.



Built in Four Sizes:

Twin City "60"
Twin City "40"
Twin City "25"
Twin City "15"

REPUTATION A BIG ASSET

Behind every "Twin City" Tractor you sell stands years of satisfactory achievement. For all round farm work these tractors have a reputation that every farmer knows. They sell, satisfy and stay sold.

MR. DEALER

Don't waste time trying to sell an unproven line. There's a size of "Twin City" suitable for every farm, and each is the best tractor in its class. Let us tell you about them.

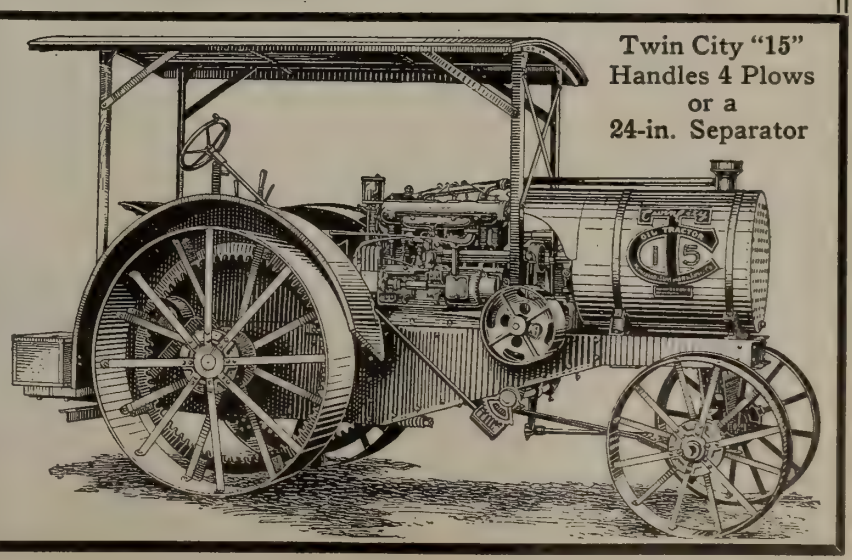
TWIN CITY OIL TRACTORS

ALL SIZES BURN KEROSENE, DISTILLATE and GASOLINE

GET A "TWIN CITY" CONTRACT AND HANDLE A LINE WITH PRESTIGE AND LASTING PROFITS

Minneapolis Steel & Machinery Co. of Canada, Limited

923 LOGAN AVENUE WEST WINNIPEG



Twin City "15"
Handles 4 Plows
or a
24-in. Separator

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

C.E.C., Sask.—The "Capital" cream separator was manufactured by the National Manufacturing Co. of Brockville, Ont. We believe that this concern have discontinued the production of this machine. The concern are, however, still in business at Brockville and Ottawa and you might get repairs from them.

J. H. McL., Man.—The Jackson Sheaf Loader Co. had a few machines made last year by the Brandon Machine and Implement Works, Brandon. We cannot discuss the merits of any machine. It may be possible to get repairs from the latter firm or from the Saskatoon Mfg. Co., Saskatoon.

J. C., Man.—With the 40-45 inch fall of water you should be quite able to use a ram. With this head, and a drive pipe 30 feet long, you should get a delivery of 10-20 gallons per hour. Opinions vary on the height a 4-foot fall will elevate water. One authority states that a 3-foot fall, with a ram working at 15 strokes per minute will discharge to a height of 38 feet. With your head of water you should be able to raise water 20 feet. A ram is comparatively inexpensive, and if you desire we will put you in touch with firms handling this type of equipment.

O. B., Sask.—Repairs for a Dunham pulverizer can be procured by writing the Deere & Webber Co., Minneapolis, who handle this line in that city.

W. L. Co., Alta.—For an engine one-half to three-quarter horse-power, you might communicate with the Maytag Co., Limited, Winnipeg.

H. H., Man.—The "Perfection" fanning mill was formerly made by the Manson Campbell Co., Detroit, Mich. Manufacture has been discontinued. It is possible that the firm may be able to supply the part you require.

G. W. M., Sask.—Beam coupling for cultivator, No. 461, is for a cultivator made by the Grand Detour Plow Co., Dixon, Ill.. For the repair, write to P. J. Downes & Co., jobbers, Minneapolis, Minn.

G. M., Sask.—Regret that we cannot locate who are the manufacturers of a 16-inch sulky plow with letter K on moldboard, and 6 or 9 on frog. Can any subscriber identify this plow?

K. & M., Sask.—Gear wheel and sweep cap for the horse-power mentioned can be obtained from the manufacturers, the new Winona Mfg. Co., Winona, Minn.

C. W. B., Alta.—The power washer with self-contained engine you heard of must be the Maytag multi-motor washer, sold by the Maytag Company, Winnipeg.

E. F., Man.—The Stewart Sheaf Loader Co., Winnipeg, specialize in the production of small separators. You might explain your idea to that firm, who will welcome it if practical.

S. & S., Sask.—A lever ratchet for a Sterling disc harrow can be procured from the makers, the Sterling Mfg. Co., Sterling, Ill.

F. J., Man.—B 98 is a standard for a disk harrow made by the J. Thompson & Sons Mfg. Co. Repairs can be procured from the Thomspon Plow & Engine Works, Beloit, Wis.

J. McA., Sask.—The "Scientific" sweep grinder is made by the Bauer Bros. Co., Springfield, Ohio. Repairs can be obtained from Lindsay Bros., implement jobbers, Minneapolis.

Lumber in Canada

During the past year the Canadian lumber industry has been carried on at a considerable disadvantage because of the great shortage of labor. On account of the higher wages paid, and the advanced cost of supplies, logs are costing over 50 per cent. more than they did in 1914-15. So far as the retail lumberman is concerned the effect of this increased cost in lumber production will not be fully felt until toward the end of the year, but it can be taken for granted that 1918 will see a considerable rise in the value of Canadian lumber. The United States Government will require 2,000 million feet of lumber for war purposes within the next twelve months.

Italy Gives Tractor Purchasers Bonus

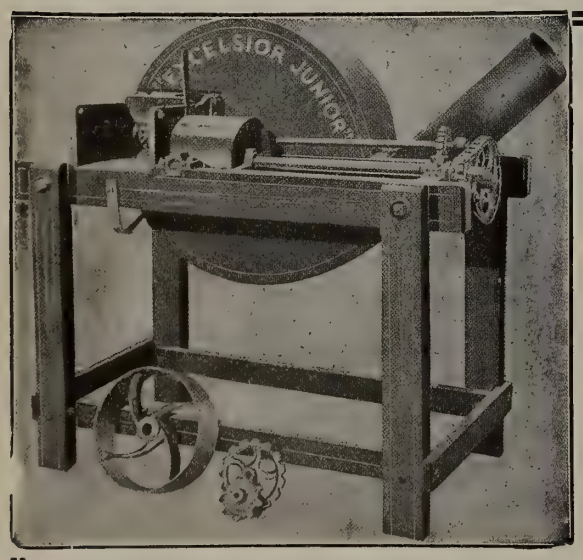
The Italian Minister of Agriculture recently issued a decree offering to all companies or societies who should purchase farm tractors for plowing a premium or bonus of 30 per cent of the value of the machinery and accessories purchased, and an additional 10 per cent should they acquire 5 or more tractors to be operated by the corporation within one province. By the same decree there is offered a premium of 20 per cent to individual farmers who may purchase farm tractors and accessories.

There is a great demand for tractors in Italy, as these machines were formerly imported into that country from England, Germany and Belgium. The kind of tractor generally sought is one of not less than 30 h.p., using either gasoline, kerosene, or distillate. The land is broken to a depth of 10 to 12 inches, so a high powered machine is necessary.

Tractor Company install New Machinery

The La Crosse Tractor Co., manufacturers of "Happy Farmer" tractors, have installed a number of new machines in their plant at La Crosse, Wis. These machines will be devoted to the production of engines for the model B, 12-24 h.p. tractor, for which there is a great demand. The company report that this machine is doing remarkable work on kerosene fuel.

Many dealers who throw away the circulars furnished them by manufacturers are complaining that the mail-order houses are getting some of their business.



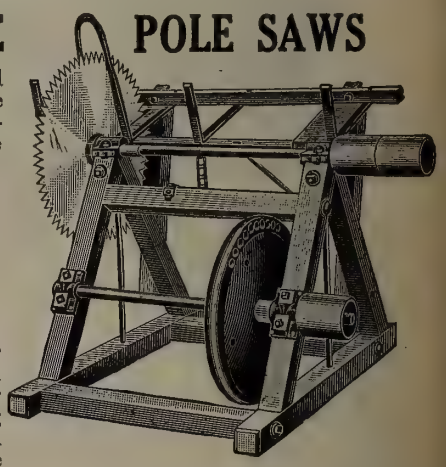
"EXCELSIOR JUNIOR" Blower Feed Cutters

SAFE POWERFUL DURABLE GREAT CAPACITY

You can sell the "Excelsior Junior" Feed Cutter to any farmer with from 5 to 15 head of stock. Built for service—a great labor-saver. Blower attachment on fly-wheel carries feed to any part of the barn, or elevates it any height up to 20 feet. Blower connection fits common 6-inch stove pipe. Only 4 to 6 H.P. required, by Engine, Windmill or Sweep Horse Power. Cuts and elevates ½ to ¾ ton of feed per hour. Cuts three length ½ to 1½-inch, by means of change gears; 9-inch throat, two concave high-grade steel, finely tempered knives. Pulley, 12x4 inches. One lever starts, stops and reverses. Weight, 325 lbs.

WATSON'S HARDWOOD FRAME POLE SAWS

Built with solid steel shafts and boxes; extra heavy solid balanced flywheel. Three 5x6 inch pulleys. Rigidly braced hardwood frame —made to stand great wear and tear. Complete saw mandrels supplied separately if desired. Ask for prices of our cordwood and pole saws.



Write for Prices and Particulars of any Item in our Line

Watson's Washing Machines Start Easy-- Work Easy--Sell Easy

Help your lady customers take the drudgery away from washday by showing them our line of hand and power washers. Below we illustrate the I.X.L. High-Speed Washer—the easiest driven and most efficient washer made. Finely finished red cypress tub; large opening for clothes. Washes quickly and perfectly with no damage to the finest fabrics. Get our prices and sell washing machines this summer.

THE WATSON LINE INCLUDES:

1½ H.P. Engines	Wood and Pole Saws
Pulverizers	Barrel Skids
Whiffletrees	Boss Wood Harrows
Root Pulpers	Light Delivery Sleighs
Bevel Jacks	Boss Steel Harrows
Push Carts	Feed Cutters (seven styles)
Horse Powers	Harrow Carts
Farm and Bush Sleighs	Warehouse Trucks
Wheel Barrows	Grain Grinders
Channel Steel Harrows	Pump Jacks
Roller Crushers	"Viking" Cream Separators

Hand and Power Washing Machines

WE CARRY REPAIRS FOR

Moline Plows and Disk Harrows; Monitor Drills; Mandt Wagons and Trucks; "National" and "Mandt" Manure Spreaders; Adriance Binders, Mowers and Rakes. We also handle Janesville Plows, Disk Harrows, etc.

John Watson Mfg. Co. LIMITED

311 CHAMBERS STREET, WINNIPEG, MAN.

Sell Best Tractors and Threshers to Large and Small Users

¶ Following is a good argument to use with customers just now. It is the argument we are presenting in the farm and thresher journals:

> **"Do your own threshing this fall and save money. When you do the job yourself, using your own separator and your own tractor, you are independent of all outside help, you can be among the first to get your grain into the elevator, you can thresh without any waste, and you can use your tractor for plowing.**
>
> **"Own a Mogul kerosene tractor with 20-H.P. at the belt and 10-H.P. at the drawbar, and a 20 to 24-inch separator. Then you can turn out anywhere up to a thousand bushels of threshed grain every day, and as your fields are cleared, plow up to eight acres a day. That gives you a good chance to get the fall work all off your hands before the ground freezes too hard to plow, gives you some assurance of a better crop next year, enables you to do your work with the help you have, and saves money for you at every turn."**

¶ Write to the nearest branch house for full details on power and threshers to sell that includes equipment for farms of all sizes, large and small.

INTERNATIONAL HARVESTER COMPANY OF CANADA, LTD.

BRANCH HOUSES

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

REO 4-Cylinder, 5-Passenger Touring Car, $1,300, F.O.B. Winnipeg
Prices subject to change without notice

ACKNOWLEDGED LEADERS

Our long experience in the automobile business, and our financial ability enables us to handle the best cars on the market. The lines we handle are ahead of all others, regardless of price, in quality, power, performance and reliability.

GRAY-DORT REO PEERLESS

Proven automobiles, for which an insistent demand shows that the motoring public acknowledge them as the greatest automobile value at reasonable prices. They incorporate the best in material, style and mechanical merit plus every improvement that the most discriminating purchaser desires.

AS A SELLING PROPOSITION

These lines are exceptional. They sell easily, and when sold stay sold. Sales profits are not absorbed by expenses in keeping customers satisfied. Dealers handling them have advantages not possessed by their competitors. Shipments are, however, hard to get and you should place orders NOW.

See our Full Line on Display at Brandon Fair, July 16—20. Exhibited under the Grand Stand.

Joseph Maw & Co., Limited

Factory Representatives

112-118 King Street Winnipeg, Man.

SEE THE BULL DOG LINE

Fanning Mills Separators Smut Cleaners

AN INVITATION TO DEALERS

The Full Bull Dog Line—fanning mills, power cleaners, wild oat separators and elevators will be in operation at:

BRANDON FAIR, July 16—20 REGINA FAIR, July 23—27
SASKATOON FAIR, July 30—Aug. 3

Made in five sizes: 24, 32, 40, 48 and 64 inch sieve widths

Capacities: 25 to 150 bushels per hour.

The 40-inch Power Bull Dog, with Wagon Box Elevator.

Ask for our Sales Contract

Visit the "Twin City" exhibit and inspect our full line. We'll be glad to make your acquaintance. There'll be a big demand for Bull Dog Mills this Fall—and with increased manufacturing facilities, we can meet it. For capacity, efficiency and quality of work done, no mills sold equal the Bull Dogs. Send your orders early. We can ship on the shortest notice.

Specialists in Grain Cleaning and Grading Machinery

TWIN CITY SEPARATOR CO., LIMITED

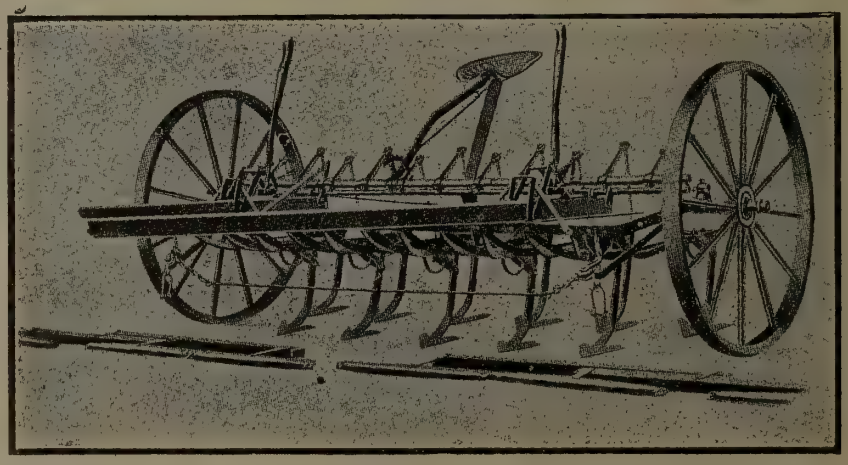
Off Logan Ave. on Quelch Street Winnipeg, Man.

Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

ENLIST THE TUDHOPE-ANDERSON IMPROVED STIFF-TOOTH CULTIVATOR IN THE WAR AGAINST WEEDS!

Built in Three Sizes: 7, 9 and 11 Teeth

Cuts 6, 8 and 9½ feet respectively. Hard, crucible steel points; any size points supplied as desired. We recommend 9½ inch on front shanks and 11½ inch points on rear. These will cultivate every inch of soil the full width of the machine. Full set of 4¼ inch points furnished with every cultivator.



Heavy and Strong, Yet With Light Draft

Exceptional clearance. Frame is 2 inches higher than the axles, and drag bars 4 inches higher from ground than those on any other cultivator. This cultivator has fewer teeth in the same width of cut, and drag bars farther apart. Trash cannot gather on shanks. Points are designed to let trash through.

A MACHINE THAT IS PROFITABLE FOR BOTH FARMER AND DEALER

The frame is of stiff angle steel, specially trussed and braced so that it cannot twist, bend or sag. Truss rod extends full width of frame. Stiff, strong axles of 1 5/16 inch cold rolled steel. Each drag bar independent; furnished with pressure rod and specially tempered springs. Individual, adjustable pressure for each tooth. Quick, easily operated mechanism for raising or lowering points.

Special lock springs release shanks when obstructions are met, absolutely preventing breakage. Shanks can be adjusted for release under either light or heavy strain. In loose soil shanks spring back into position. Absolutely the strongest and most efficient stiff-tooth cultivator on the market. Thoroughly stirs the soil and frees it from noxious weeds. Get our proposition on these machines, and have one on your floor NOW.

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TUDHOPE-ANDERSON CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 8 WINNIPEG, CANADA, AUGUST, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

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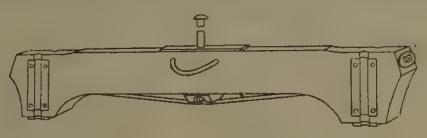

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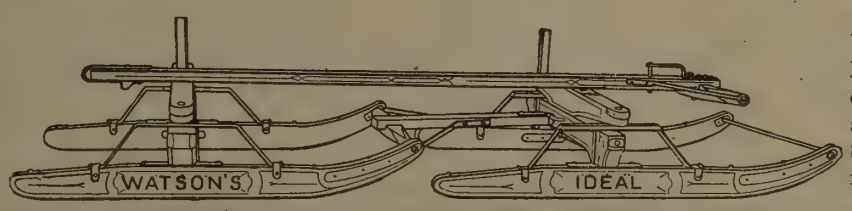
We have instituted more practical improvements on Sleighs than any other manufacturer. This line is our specialty. In design, material, finish and value our Sleighs are the leaders.



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It's the way we make them. Size for size, carry heavier loads, have lighter draft, and hold the road better than any other Sleigh made. Farmers know—and ask for a Watson's Sleigh.

THE DEALER WHO HANDLES WATSON'S IDEAL FARM AND BUSH SLEIGHS GETS THE SLEIGH TRADE

"Ideal Sleighs are made in all sizes, Steel or Cast Shoes. The weakest point in a Sleigh is the bench. Note our Special Trussed Bench—a patented feature. The quality of our woods is unequalled: Runners—white oak; Benches—grey elm or oak; Poles and Reaches—heavy white oak. Only well seasoned, straight grained woods are used in Watson's Sleighs. Heavy steel bracing throughout. Scientifically designed runners—point of contact directly below bench. They ride on the top of the road—no skidding. Our Cast Shoes, curved up at rear, allow backing. Don't wait for the snow, investigate Watson's Sleighs and you will handle no other.

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WE CARRY REPAIRS FOR ALL MOLINE IMPLEMENTS AND JANESVILLE PLOWS

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THERE IS A DAILY DEMAND FOR "DOMINION" Sewing Machines

Repairs and Accessories for all makes of Sewing Machines

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Why let this profitable business pass your store when you can keep the sewing machine trade right at home?

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Not a Horse or a Mule in Western Canada (if he could talk) but would tell you that he could do 25% more work if you would clothe him comfortably with "Horse Shoe Brand" Collars, Harness or Saddles.

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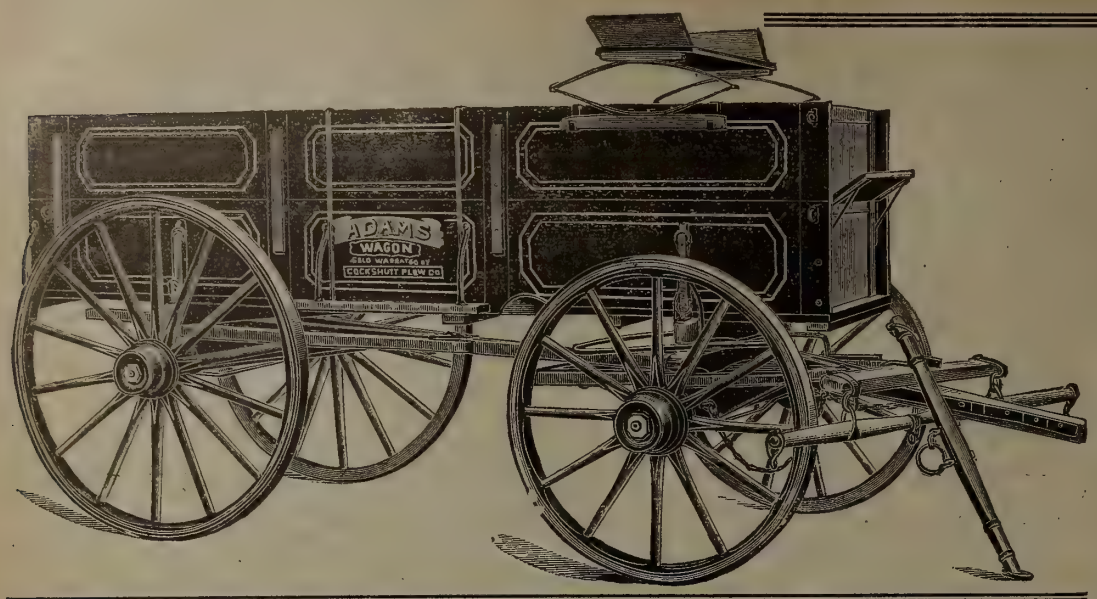

Long Service and Hard Work in Western Canada have proven the merits of

Adams Wagons and Trucks

INVESTING money in an Adams Wagon is buying the best wagon value in Canada. Experience has taught your customers the truth of that statement. The purchaser of an ADAMS Wagon or Farm Truck is a satisfied customer---one who comes back for other goods of the same "QUALITY." Figure the value of such a connection. If your specifications for harvest and fall trade are not all in, order immediately because manufacturing and shipping conditions are difficult.

Made Better---Last Longer

The materials used in our line of Farm Wagons, Trucks, Carts, Lorries, etc., are the best that money and long manufacturing experience can buy. They are substantially put together by experienced wagon builders who have every means at their disposal, in the way of up-to-date machinery equipment, etc., to turn out the highest quality of work. The logical result is a BETTER Wagon—one that will last LONGER and therefore be better value than one built with less care being given to quality. Paint makes any wagon LOOK well—it is the MATERIAL under the paint and the reputation of the maker that make it WEAR well. ADAMS Wagons have both these features.

Place Your Orders NOW for Cutters and Sleighs

Our new Sleigh and Cutter Catalogs are being distributed. They show new and very attractive lines—jobs that will interest every dealer. If you have not received a copy write for it at once. Orders for Cutters and Sleighs MUST be in early this year to insure satisfactory delivery. Labor and material shortages at the factories are going to be felt in decreased production.

Let us have your specifications immediately—you will be serving your own best interests by so doing, and at the same time making it easier for us to get the goods forward.

THIS IS IMPORTANT

Steel and Wood Wheel Trucks

We carry in stock at our warehouses one of the largest and most complete stocks of trucks—of all sizes and for all purposes—to be found in any territory. They are substantial in every respect. Below are illustrated some of the types. There is bound to be a demand on your territory at harvest time for both steel and wood wheel trucks. Be in a position to take care of that trade. Write our nearest branch office for full particulars regarding these lines—illustrations of the different styles and sizes, and any other information you desire. It pays to push the Cockshutt line energetically—there are goods for every season of the year.

COCKSHUTT PLOW CO., LIMITED

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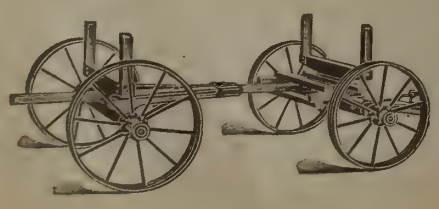
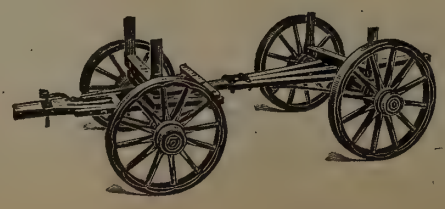
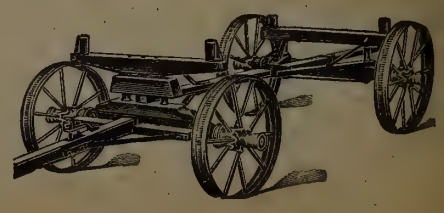






CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 8 WINNIPEG, CANADA, AUGUST, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

Brandon Provincial Exhibition the Best on Record

BIGGEST MACHINERY DISPLAY EVER SHOWN IN CANADA

The Provincial Exhibition at Brandon, held from July 16-21, and the twenty-second annual fair to be held in that city, was the most successful in the entire history of the institution. At the first Brandon Fair, only $700 was offered as a prize list; this year over $65,000 were allotted for prizes, purses and attractions. The Fair was formally opened on July 17 by Sir James Aikins, lieutenant-governor of the province.

During the five days of the fair no less than 93,000 paid admissions are recorded, which together with the pass tickets, gives an attendance of practically one hundred thousand. On Citizens' day over 24,000 people passed the gates.

Manager W. I. Smale, the directorate, and their body of able assistants, are indeed to be complimented on the excellent way in which the Fair was administered, in fact as a manager "W. I." seems to improve yearly and to invariably have some valuable innovation hidden up his sleeve. He has the satisfaction this year of knowing that, despite war times, Brandon put on a Fair that will take a great deal of beating, not only in Canada, but in the United States. As in past years the citizens of Brandon co-operated with the Fair Association loyally to make visitors to their city feel that they were welcome. As we have often said, few cities can equal Brandon for the splendid layout of the Fair grounds—and this year, when practically every day was one of almost unbearable heat, the welcome shade of the groves and the comfortable nooks were a virtual necessity to the hordes of visitors. Time was when we marvelled at the line up of buggies at Brandon Fair; this year the remarkable number of automobiles parked in and near the Fair grounds showed that the farmer is assuredly using the gas buggy nowadays. On Thursday, 19th, there were more than 6,000 automobiles parked inside the grounds.

Daily special trains from all over the province brought crowds to the Fair. As usual the Midway with its galaxy of side shows was a center of amusement, while the Indians in their barbaric dresses held many dances and "pow-wows" daily. The horse racing was exceptionally good — the track being in splendid condition, and fast times being recorded. On the closing day the automobile races furnished thrills for the crowd — especially when one speed car went through the fence! The record set for the Brandon half-mile was 1.09 minutes. The platform attractions offered were of a high order of merit and greatly appreciated, while four racing mules, driven daily by prominent Westerners, provided much amusement.

Part of the Immense Display of Farm Implements and Threshing Machinery shown at Brandon Fair, proving that this is the age of Power Farming.

In the live stock displays, the sheep and swine entries were very large, but the heavy horse exhibit was slightly smaller than last year, possibly because of the help shortage. The cattle classes were unusually good. In the live stock parade, it is estimated that $500,000 worth of horses and cattle were shown on the half-mile track.

The Dominion Government exhibit was excellent, also that of the Manitoba Agricultural College, the Extension Department of which had a very fine mechanical exhibit, showing what power can do for the average farm home. The school exhibit, horticultural show and exhibits of dairy produce were also better than usual, while the Provincial Board of Health put on one of the most valuable exhibits we have yet seen. This exhibit was to show the public the conservation of babyhood — how one baby in every seven dies, usually unnecessarily. Quack medicines, paregorics and other iniquitous "soothers" were exposed, and the fly danger for infection shown by a good model. Tuberculosis was emphasized, and two canvas portable sectional houses, the "Donalda," made by the Macdonald Sectional House Co., Winnipeg, were shown, fitted up as an excellent means for invalids or campers of living in the healthy outdoors. These fine portable buildings attracted a great deal of attention.

The Alaska exhibit, showing totem poles and Indian work was very interesting, while the C.P.R. exhibit was the best on the grounds. This was the exhibit as shown at San Francisco and San Diego fairs, in which an electrical contrivance gave a splendid view of Rocky Mountain scenery. This was one of the favorite corners during the entire duration of the Fair. Splendid bands rendered music daily. The household arts' section was also exceptionally good this year, while a fine picture gallery was on view in the old crystal palace.

Mammoth Machinery Display

Brandon Fair has always been noted for the huge machinery display shown. This year the display of threshing machinery, tractors, implements and farm equipment was the biggest yet seen at Brandon, and easily the biggest machine display ever shown in Canada. In fact, an American machine man, who yearly visits all the great State fairs, said that for size and variety, the machinery exhibit at Brandon was the biggest he had ever seen. The light tractor plowing demonstration, which we report fully elsewhere in this issue, was the main center of attraction for farmers and machine men. As in past years, Canadian Farm Implements gives herewith the only complete report of the machinery exhibits at the Fair, comprising thousands of machines and displays by over sixty manufacturing and jobbing concerns. As year succeeds year, the ever increasing display of machinery, barn, dairy and household equipment shows how the machine is indispensable on the modern farm. The notable feature this year was the immense number of combination threshing outfits shown also the large number of tractors and engines which were operating on kerosene. To those who were not present the following report compiled by "Canadian Farm Implements" should prove a valuable record of firms from whom machines of various types, and for various uses can be procured. This year we observed no less than four large mail order machine concerns with big exhibits. This is a sign of the times and shows the old machine concerns that they will have to keep up their exhibits at the various Western Fairs, so that their goods may be kept before the farmer and his family. We give no report of the mail order machines, for obvious reasons—but the following is a complete record of every other machine on the grounds and in the buildings. The exhibits are given in the order of their location:

Tractors, Threshing Machinery, Engines and Implements

Entering the Fair grounds at the south gate, the first exhibit encountered in "machinery row," alongside the old machinery hall, was that of the Cushman Motor Works of Canada, Winnipeg. Manager A. E. Donovan and his assistants had an exceptionally fine display of their lines. An 8 h.p. Cushman light weight combination thresher, with straw carrier and hand feed; a 15 h.p. combination with wind stacker and hand feed, and a 20 h.p. combination with a wind stacker and self feeder, were prominent in the display — the individual outfits being powered by Cushman light weight engines. A 32-inch New Superior fanning mill stood alongside a 48-inch fanning mill of the same type, which was operated by a 4 h.p. Cushman engine —the same engine which has so great a reputation for binder adaptation and general farm work. A new item in the Cushman line which we noticed was a three-roll wild oats separator, a handy low-down machine for taking wild oats from barley and tame oats. One of the well-known automatic pickling machines, which revolve by the weight of the grain, was also on view. In front of the exhibit a 4 h.p. Cushman engine was shown in position on a Massey-Harris binder, giving visiting farmers an excellent idea of how this engine saves horseflesh during harvest time. Very favorable comment was heard on the complete display staged by the Cushman organization.

An exceptionally fine combination exhibit was next encountered, as shown by the Waterloo Manufacturing Co., of Portage la Prairie and Regina, and the Goold, Shapley & Muir Co., of Winnipeg and Regina. Managers W. Umbach and A. J. Britton and their assistants were kept hustling to satiate the curiosity of visitors. The well-known "Ideal Champion" individual threshing outfits were well to the fore. A 12 h.p. Ideal engine, running on kerosene, operating a 24x36-inch Champion separator with straw carrier, hand feed and elevator. A 22 h.p. opposed Ideal engine was in combination with a 24x36-inch separator with wind stacker and self feeder, having a register and elevator attachment. An 18 h.p. Waterloo steam engine was operating a 33x52 Champion separator with all attachments, and a 25-50 h.p. Ideal kerosene tractor drove a 36x56 Champion separator fully equipped. Another leading feature was a 30 h.p. portable Ideal engine, running on kerosene and driving a 28x42-inch Champion separator fully equipped. A 12-20 h.p. Heider tractor—a machine with an exceptionally wide range of speed—was coupled to a 24x36-inch Champion separator with all attachments. Two other Heider tractors, a 12-20 h.p. and a 9-16 h.p. were also in operation, one doing track work, so as to show visitors its ease of operation. Other features noticed in this large display were two three-furrow, 14-inch Rock Island tractor plows, a 3-furrow, 12-inch, tractor plow of the same make, and a two-bottom, 14-inch, special power lift plow adapted for operation with the 9-16 h.p. Heider tractor. A 10x18-foot engine disc harrow, manufactured by the Roderick Lean Co., and a tandem tractor disc by the same company were also on view, along with a Peoria single disc drill, made by the Peoria Drill & Seeder Co. These machines showed the development of heavier implements for tractor use, and were productive of much attention.

On their side of the exhibit, the Goold, Shapley & Muir Co., showed a fine line-up of "Maple Leaf" grinders, in 6, 8, 10, 11, 13 and 15-inch sizes. Two 1½ h.p. Ideal engines, running on gasoline, were on trucks, and another 1½ h.p. operated a pumping outfit. Other Ideal engines, operating on kerosene, were a 3½ h.p., a 6 h.p. and an 8 h.p. Two Ideal tractors, kerosene burning, were on view—a 15-30 h.p. and a 25-30 h.p. An Ideal Junior cement-mixing machine, and an 8-foot, double-geared Ideal windmill were also noticed. In the Government display, in the buildings on the grounds, we came across two other Ideal engines, a 1½ h.p. operating a special sign and a 2½ h.p. driving an electric lighting plant for farm use. The combination exhibit of the Waterloo-Goold, Shapley & Muir organizations was one of the best ever seen at Brandon Fair, taking five cars to transport it to the various western fairs.

The New Home Machinery Co., Saskatoon, had on exhibit three of their combination threshing outfits, 24x32, a 30x36 and a 30x40 separators, with full equipment, and supplied with special weed seed baggers. One of the outfits was operated by a 9 h.p. "Manitoba" portable engine. E. Elwood, manager, was in charge.

The Garden City Feeder Co., Regina, showed types of their well-known feeders, in straight and wing types, one being operated by a 1½ h.p. Ideal gasoline engine.

The Favorite Thresher & Supply Co., of Winnipeg and Portage la Prairie, showed a "New Favorite," 36x58-inch separator, unattached, with wind stacker and self feed, also a 36x56 separator coupled up to a 12-25 Waterloo Boy kerosene tractor.

The Sawyer-Massey Co., of Regina and Winnipeg, had a very full exhibit of their lines on view. A 27-50 h.p. gas tractor operated a 32x56-inch Great West separator with full equipment. A new feature was a 20x36-inch Great West separator, as a combination outfit, driven by a 4-cyl. 20 h.p. Waukesha heavy duty engine. A 20-inch Sawyer-Massey No. 1 separator was driven by a 12-25 Sawyer-Massey gas-oil tractor, which was equipped with the well-known Erd engine. To complete the exhibit, a 17 h.p. simple steam tractor was operating a 28x44 separator with full attachments, while a Special No. 2 Sawyer-Massey separator was also on view.

The next exhibit on machinery row was that of the Advance-Rumely Co., of Winnipeg and Regina. In this exhibit a 20 h.p. double cyl. steam engine drove a 32x56-inch Battle Creek separator fully equipped. A 15-30 h.p. Oil Pull tractor was attached to a 28x48 Rumely Ideal separator with all attachments, and a 15-30 h.p. Gas Pull tractor drove a 24x44-inch separator fully equipped. Two 8-16 h.p. Rumely All-Purpose tractors, 4 cyl. kerosene burning engines, with inbuilt two-furrow plows, were also shown, and a 12-24 h.p. All-Purpose Rumely tractor with three 14-inch plows was observed. A 24-inch Rumely separator, fully equipped was driven by the latter outfit.

The Brandon General Agency of the International Harvester Co., of Canada, showed a very complete exhibit of their comprehensive line, which was a centre of attraction for the many International dealers, who visited the Fair. Manager J. C. Brosnahan was in charge, ably assisted by a corps of salesmen and demonstrators. An 8-16 h.p. Mogul kerosene tractor operated a 20x32 New Racine separator fully equipped, and a 10-20 h.p. Mogul kerosene tractor was coupled to a 24x40 New Racine separator with all attachments. A 12-25 h.p. Mogul drove a 27x42 Aultman-Taylor separator, fully equipped. Alongside a 10-20 h.p. Titan tractor, operated a 20x38 Goodison separator, and a 15-30 h.p. Titan tractor, a 28x42 Goodison separator with full equipment. A 23x36 Aultman-Taylor separator and a 28x48 New Racine were on view unattached. Two single horse-power Mogul skidded engines were shown, also a 2½ and 4 h.p. Moguls. A No. 78 3-furrow Oliver self-lift tractor plow, and a No. 2 P. & O. Little Genius 3-furrow tractor plow were also observed. In a line-up of wagons we noticed models of the "Old Dominion," "Petrolea" and "Hamilton" wagons. This completed the International exhibit.

The Huber Manufacturing Co., of Marion, Ohio and Brandon, displayed an 18 h.p., simple return flue type steam engine, driving a 28x48 Huber Western Special separator with full attachments. A 12-25 h.p. gasoline tractor, the well-known Light Four, operated a 22x40 Huber separator fully equipped, and another 12-25 h.p. Huber tractor a 22x40 Huber separator. A special type 36x60 Huber separator, unattached, was also on view in this exhibit.

The Baker Valve Co., showed one of their improved Morris Beading Tools for flue work in steam engine repair.

The J. D. Adshead Company, Winnipeg, had on view two of their well-known 12-24, Model B, "Happy Farmer" tractors, also a line-up of J. I. Case light tractor plows in various sizes. This kerosene burning tractor, equipped with roller bearings throughout, attracted much attention by its design and easy operation. It turns in its own length and at right angles. Manager Adshead was in charge of the exhibit.

Nichols & Shepard Co., of Battle Creek, Mich., and Winnipeg, showed a 20 h.p. steam engine driving a 28x40 Red River special separator fully equipped, also a 25-50 h.p. Oil Gas tractor coupled to a 32x52 Red River special separator. A 22x36-inch Red River separator was operated by a 12-25 h.p. Waterloo Boy kerosene tractor.

The Robert Bell Engine and Thresher Co., of Seaforth, Ont., and Winnipeg had on view a 24 h.p. simple steam engine operating a 36x60 Imperial separator with all attachments. Manager Cole was in charge of the exhibit.

The J. I. Case Threshing Machine Co., of Racine, Wis., and Winnipeg, showed an exhibit of Case goods which, we believe, outclassed any previous machine display the company have made at Brandon Fair. A 10-20 h.p. Case kerosene tractor operated a 20x36-inch J. I. Case separator fully equipped. Alongside a 12-25 h.p. Case kerosene tractor drove a 26x46 Case separator with full attachments, while a 20x40 h.p. Case tractor was coupled to a 32x54 separator fully equipped.

(For further views of Plowing Demonstration, see Page 23).

Brandon Plowing Demonstration

JULY 17-18-19-1917.

8 Furrow Motor-Gasoline — Pulling 5 Bottom Cockshutt Eng Gang

I. H. C. 10-20 Titan — Pulling 3 Bottom Oliver Eng Gang

J. I. Case 10-20 — Pulling 3 Bottom Grande De Tour Eng. Gang

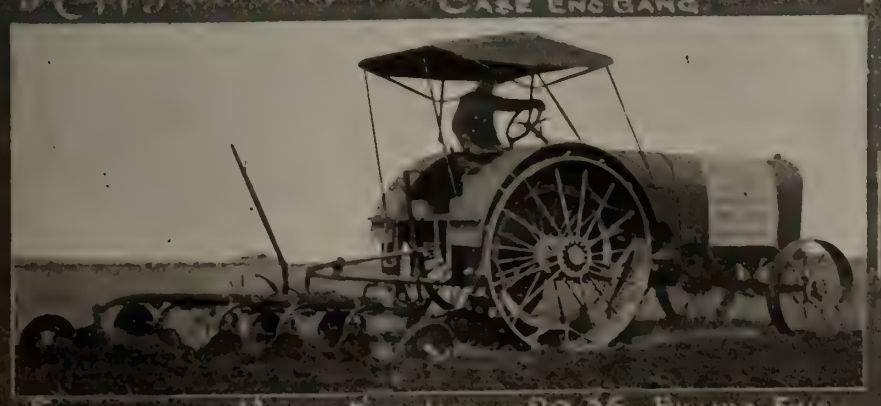
4 Bottom John Deere Engine Gang Pulled by a Waterloo Boy 12-25 Tractor

Case 12-25 — Pulling 3 Bottom Cockshutt Engine Gang

Advance Rumely Combination Plow and Tractor

Mogul 12-25 — Pulling 3 Bottom Case Eng Gang

Emerson-Massey — Pulling 3 Bottom Cockshutt Engine Gang



Emerson-Brantingham 20-35 — Pulling Five-Bottom E. B. Eng Gang

E. B. 12-20 — Pulling 5 Bottom E. B. Engine Gang

A 50 h.p. single cylinder Case steam engine was also seen driving a 32x54 separator, and a 65 h.p. single cylinder steamer operating a 36x58 separator with all attachments. Two 9-18 h.p. Case gasoline-kerosene tractors were also on view, one coupled to a Cockshutt manure spreader, and the other being attached by a special hitch to a Frost & Wood binder, an ingenious steering and control coupling operating and guiding the tractor from the binder seat, making a one-man harvesting outfit that attracted much attention from the crowds of visitors daily.

The Canadian Fairbanks-Morse Co., Winnipeg, had on view one of their combination threshing outfits powered by a 15 h.p. Fairbanks oil engine, the separator being 24x46 in. size, with full equipment. A 24x46 Standard Fairbanks-Morse separator was on view unattached, and a Type F, 8-inch Fairbanks feed grinder. Alongside stood a No. 1 Fairbanks-Morse washing machine in operation, and one of the company's "Cyclone" portable grain elevators operated by a 3 h.p. Type "Z" Fairbanks-Morse engine, running on kerosene. Other engines shown by the company were a 1½ h.p. gasoline skidded engine and a 6 h.p. Type Z kerosene engine, also an 8½-foot "Eclipse" direct stroke windmill, a machine of very good design and excellently adapted for farm use.

The Waterloo Boy Kerosene Tractor Co. of Canada, Winnipeg, had on exhibit a 12-24 h.p. Waterloo Boy kerosene tractor operating a 24x46 Waterloo Boy separator fully equipped. Another 12-24 h.p. Waterloo Boy tractor drove a 20x42 separator produced by the same concern. A portable grain elevator manufactured by Henry Rustad, Huntleigh St., Winnipeg, was operated by a 3 h.p. Waterloo Boy engine.

George White & Sons, London, Ont. and Brandon had a 25 h.p. rear-mounted steam engine operating a 36x60 Challenge separator with full attachments, also a 20 h.p. simple steam engine driving a 22x54 Challenge separator. An 18 h.p. White rear-mount steam engine was attached to a 28x46 Challenge separator, while a 12-20 h.p. "Sandusky" tractor drove a 24x40 Challenge separator alongside a 12-25 h.p. "All-Work" kerosene tractor attached to a 3-furrow, 14-inch Cockshutt self-lift tractor plow.

The Minneapolis Threshing Machine Co., Winnipeg and Regina had on view a 24 h.p. single cylinder "Minneapolis" steam engine, which drove a 36x56-inch standard Minneapolis separator with all attachments. A 20-40 h.p. Minneapolis gas tractor was running unattached, and a 15-30 h.p. gas tractor was coupled to a 24x36-inch Minneapolis separator fully equipped. A 3-furrow Minneapolis light duty tractor plow completed an interesting exhibit by the company, the display being in charge of T. H. Roney, Winnipeg, manager of the company.

The firm of A. Stanley Jones, North Battleford, had showing a line of their combination threshing outfits, a 9 h.p. gasoline-kerosene engine operating a 28-inch separator with self feed and straw carrier. Another 9 h.p. engine operated a separator of the same size with a blower attachment.

The Stewart Sheaf Loader Co., Winnipeg, showed one of their widely-known sheaf loaders, a 1917 model which attracted much attention. Alongside it were shown the component parts, wheels, gears, shafts, etc., of a Staude Mak-a-Tractor, an automobile tractor attachment which is made in Canada at the Stewart Sheaf Loader plant in Winnipeg. In conjunction with the sheaf loader exhibit, the Western Canada Auto Tractor Co., Moose Jaw, showed a Staude Mak-a-Tractor attached to a Ford car, in operation, also a Perfection water circulator for use with a car transformed into a tractor. Manager Walch, Moose Jaw, was in charge of the latter exhibit.

Western Accessories Ltd., Regina, showed one of their Tractford automobile tractor attachments coupled to a Ford car, a continual demonstration of which attracted the attention of visitors to the Fair. Manager R. Moore was in charge of the exhibit.

The Bates Steel Mule, a 13-30 h.p. caterpillar tractor of peculiar design was shown by the Joliet Oil Tractor Co., of Joliet, Ill.

The Imperial Oil Co., Brandon had in their tent samples of their oils—Polarine, Standard gas engine oil, kerosene tractor oil, Premier gasoline, Royalite, automobile oils, axle greases, etc.

The Canada Ingot Iron Co., Winnipeg, showed three of their road graders and two Road Boss drags, also a line of road plows, road scrapers and other road machinery.

The Canadian Stover Co. showed their usual line of direct sold farm equipment in a special building.

J. E. Wareham, Brandon, had on view a section of his special rib cement silo, made of interlocking cement blocks—a very practical design of silo construction.

G. L. Dodds Implements, Ltd., Winnipeg, showed a line of their special dry land farming implements including a goose-neck cultivator, a Cyclone weeder and mulcher, a small weeder and mulcher for garden and truck farm use, and a baby cultivator for special tillage, making a very interesting exhibit of this type of farm machinery.

Canadian Oil Companies, Winnipeg, showed a line of their motor oil, friction compounds, greases, axle dopes, coal oil, etc.

H. D. Schneider, Milverton, Ont., showed a model of his stook loader, a semi-circular track type, which when built would weigh about 2,600 lbs.

The Canadian Lightning Arrester Co., Brandon, showed three of their large Townsley ventilators for barns, creameries and schools, lightning rods being attached; also samples of the well-known "Townsley" lightning protection system for all purposes. These made a particularly artistic display which attracted much attention from sightseers.

Manitoba Engines, Limited, Brandon, had an excellent display of their popular "Manitoba" line in their permanent buildings on the grounds. They showed a 1½ h.p. Manitoba engine operating a pumping outfit, also kerosene engines in 5 and 7 h.p. horizontal types; a 7 h.p. Manitoba vertical engine, a 9 h.p. horizontal portable engine and a 17 h.p. portable Manitoba engine. A feature of this exhibit was a 30 h.p. portable engine with a special mixer for burning coal oil, which mixer seemed to be of excellent design, to judge from the clean exhaust. Plate grinders were shown in 7, 8, 10 and 12-inch sizes, also two three-roll feed crushers. Pole and wood saw frames, wood and iron pumps in various sizes, pump jacks, a special high bagger for fanning mill use, and a 10-foot Manitoba windmill completed a very comprehensive and attractive exhibit of the goods manufactured by this company.

Gray-Campbell, Limited, Moose Jaw and Winnipeg, had a nice display in their permanent building. They showed a 33-inch Chatham fanning mill, an auto-seat buggy and a semi-auto-seat buggy with new style auto top. We also noted a covered cutter with fore doors, and a "New Manitoba" cutter with special top and fore doors. A Chatham kitchen cabinet, a Chatham 2000-lb. truck scale, a Gray-Campbell Consolidated school van with doors at front and rear, and a line of light delivery wagons completed a very good display by this well known vehicle concern.

A. L. Campbell, Brandon, had a nice arrangement of his special farm gates and fencing, also showing several of the barn equipment lines manufactured by Beatty Bros., Fergus, Ont., steel stalls and stanchions, track, hay and manure carriers, and other modern barn fittings.

D. Macgregor, Winnipeg, showed a Watson harrow attachment for adaptation to plows. This harrow, as it drags, rotates at twice the speed the plow goes

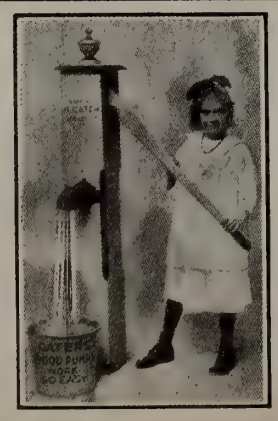
The "DONALDA"
Canvas Sectional House
Is a Money-Maker for Dealers

Thousands of Farmers and Townspeople were interested in the "Donalda" when we showed it at Brandon Fair. That means prospects—right in your community.

Not a tent, but a strong, portable house. You can sell it to the homesteader, farmer, motorist, hunter, camper and town-dweller. Sizes: from 8x10 ft. up to 10x16 ft. Endorsed by the Manitoba Board of Health as the ideal home for consumptives. Low in price; shipped knock-down; easily erected by anyone. Fully guaranteed.

GET OUR AGENCY OFFER TO-DAY

MacDonald Sectional House Company, Limited
P.O. BOX 1223 WINNIPEG



Mr. DEALER
Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

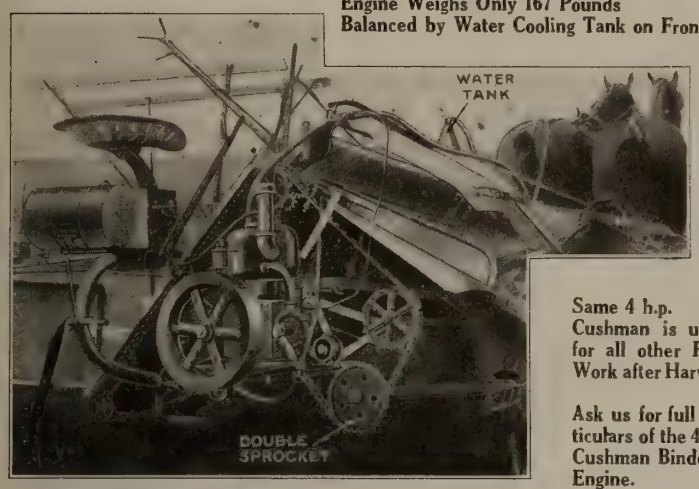
GET HIS PRICES BEFORE YOU ORDER

Brandon Pump & Windmill Works
BRANDON MAN.

Cushman Binder Engines For All Farm Work

SAVE A TEAM on the BINDER

Engine Weighs Only 167 Pounds
Balanced by Water Cooling Tank on Front



Same 4 h.p. Cushman is used for all other Farm Work after Harvest.

Ask us for full particulars of the 4 h.p. Cushman Binder Engine.

The 4 H.P. Cushman is the original and successful Binder Engine. Thousands are in use every harvest—saving horse flesh and saving grain. A binder is not complete without a Cushman Engine.

The Cushman saves horses, saves grain, saves time and saves the binder.

Sell the Cushman—the one binder engine that is used in the grain fields all over North America, from Texas to North Alberta; **the one binder engine** that has ten years of successful field work behind it; **the one binder engine** that has proper attachments to fit any make of binder in use.

The Cushman is water-cooled and cannot overheat on all-day run in hot harvest field like engines not properly cooled.

ARE YOU READY FOR THE HARVEST?

Don't Take Chances on an Imitation. Sell the Cushman!

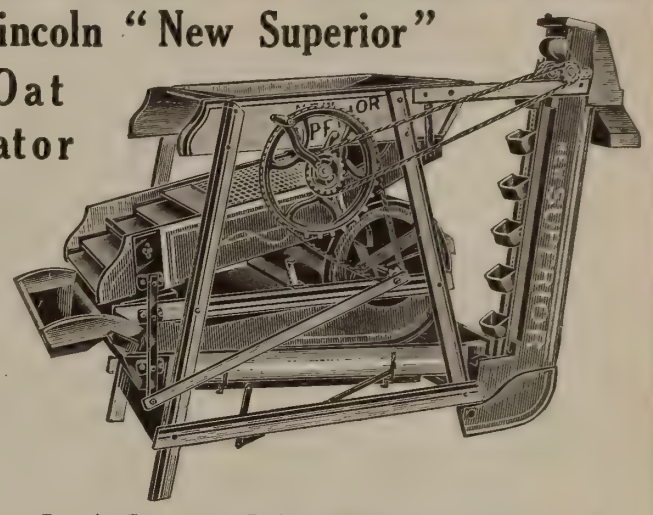
Cushman Motor Works of Canada, Ltd.

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

Dept. E., Whyte Ave. and Vine St., Winnipeg, Man.

KING OF WILD OAT SEPARATORS

The Lincoln "New Superior" Wild Oat Separator



With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

You Cannot Handle a Better Individual Outfit than Cushman Light-Weight Combination Threshers

The 1917 Model

Tested and Tried in the Field---Leads in its Line

WE HAVE added many improvements to our 1917 model, and in simplicity of construction and operation, also in quality of materials and durability, we know that it stands alone in the combination thresher field. Low cost of repairs, absolutely uniform speed, smooth running, perfect balance, coupled with the ability to do good work under all conditions, mean absolute satisfaction to the purchasers of Cushman Combination Outfits. The frame of the 24x46 inch Separator is strongly and substantially built, and is braced to stand all stresses and strains. And behind all is the famous smooth-running Cushman Light-Weight Engine.

Every Outfit Equipped with the Famous Cushman 2-Cylinder, Light Weight Engine

BUILT IN THREE SIZES:

8 H.P. with Straw Carrier and Hand Feed
15 H.P. with Wind Stacker and Hand Feed
20 H.P. with Wind Stacker and Self Feeder

DEALERS! The 1916 demand for these outfits far exceeded the supply. Get your orders in at once. Don't disappoint your customers!

THE rigid, strongly braced frame is equipped with a sliding base for regulating the tension of the belt. Our system of bracing—together with the smooth-running, light-weight Cushman Engine—eliminates vibration. Separator is equipped with Automatic Grain Register when desired. Cylinder has 62 teeth; concaves and drums are of the best design. Revolving straw decks give perfect separation of grain from straw. The shoe used cleans grain so that it is ready to market. Our Elevator and Windstacker have exceptional features that ensure efficient work, while the Self-Feeder is automatically governed so that the Separator cannot be over-loaded.

NOW IS THE TIME TO SECURE THE AGENCY FOR THE FAMOUS CUSHMAN BINDER ENGINE

CUSHMAN DEALERS DO BIG, PROFITABLE BUSINESS. ASK FOR OUR AGENCY OFFER — TO-DAY

CUSHMAN MOTOR WORKS OF CANADA, LIMITED

Dept. E. WHYTE AVENUE and VINE STREET, Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres

ahead. It is claimed that this plow attachment gives no side-draft.

The Emerson-Brantingham Implement Co., Rockford, Ill. and Regina, showed a 20-35 h.p. kerosene tractor of their particular make, also a 12-20 h.p. kerosene tractor. They also had a five-furrow and three-furrow Emerson engine gang plows on view. The Big Four 20 had a special foot lever plow-lift.

The Jackson Combination Sheaf Loader Co., Brandon, showed one of their sheaf-loading machines, which was operated by a Gade air-cooled engine. This loader is of heavy design.

Henry Rustad, Winnipeg, showed three of his portable grain elevators and track loaders, a machine of very good design and equipped with a special swinging hopper which should facilitate track loading work.

The Accumulator Lighting Co., Winnipeg, exhibited one of their 50-light storage battery plants for farm lighting.

R. A. Lister & Co., Winnipeg, had one of the largest displays they have ever put on, shown in their tent, and one that attracted a great deal of attention. Outside we noticed a Lister "Ideal" threshing outfit—a 22x32 separator with all attachments being operated by a Lister engine. This outfit has a six-wheel truck and is a very easy running and vibrationless design. A 7 h.p. Lister engine drove a 10-inch Lister ensilage cutter with special blower. Inside the tent a typical arrangement for a farm power outfit was shown, a 5 h.p. Lister engine being coupled up to a line shaft from which were driven a Lister 8-inch grinder, a Beatty churn and an automatic power washer with swinging wringer. Alongside this part of the exhibit a 1½ h.p. Canuck engine operated a 15-light Lister electric lighting plant with storage batteries. On the east side of the tent was arranged a complete 40-light Lister-Bruston Automatic electric lighting plant, which generated power for the illumination of the whole exhibit. Outside the tent was a 10-20 h.p. Peoria kerosene tractor, a three-wheel self-steering machine. Manager Jamieson was in charge of this very comprehensive display of his company's goods.

Mrs. White, Winnipeg, showed a line of "Automatic" washing machines in operation with double tubs, swinging wringers and reversible side-benches.

Borbridges, Brandon, in their tent showed a full line of their light and heavy team harness, saddlery, etc.

The Indiana Manufacturing Co., Indianapolis, Ind., in their tent, showed an excellent sectional model of their well-known Farmer's Friend Stacker, an equipment which was part of many of the threshing machines in operation on the Fair grounds. This machine eliminates grain waste that has heretofore gone into the straw stack. In its design a special grain trap is provided in the hopper near the stacker fan, while an auger beneath the trap returns the saved grain to the separator. There is no doubt that this machine recovers an immense quantity of grain, which otherwise would go into the stack instead of the sack. Its popularity with thresher manufacturers in both Canada and the U.S. testifies to its practical value as an invention.

Dairy Machinery

In the Manufacturers' Building, Mitchell & McGregor, Brandon, Manitoba, distributors for the Sharples Separator Co., Toronto, had a very fine display of Sharples suction-feed cream separators, varying in capacity from 175 to 1,000 pounds. These were hand driven machines which would handle in gallons from 20 to 120 gallons per hour, and suited for a herd of from three to four cows to twenty cows. Sections and component parts of the special Sharples bowl were shown, also the special ball bearing suspension used in the Sharples machines. Cream separator oils were also shown. Manager L. C. Scott, of the Regina branch of the company, was in charge of this very complete exhibit.

The Brandon Heating & Plumbing Co., local agents for the De Laval Separator Co., showed a line of the famous De Laval cream separators, varying in size from 350 up to 750 lbs. They also had a line up of Alpha engines as produced by the De Laval Co. Babcock testers, butter makers and other dairy lines were embodied in the exhibit. Electric washing machines and a Delco electric lighting plant, completed a nice display.

The Petrie Mfg. Co., Winnipeg, showed a line of their Magnet cream separators in all sizes.

H. F. Bailey & Sons, Guelph, Ont., showed one of their Hinman mechanical milkers, a machine that has no pulsator and is adapted to herds of various sizes.

J. H. Ashdown, Winnipeg, showed a series of small engines, a pumping outfit and a farm electric lighting plant in operation.

Automobile Exhibits

The automobiles were, as formerly, displayed in the space below the grand stand. It is evident that if Brandon Fair is going to cater to the automobile trade, larger premises will have to be provided for automobile display. The cars cannot be shown to advantage when standing hub to hub.

As in past years, Joseph Maw & Co., Winnipeg, had a finely decorated booth with a line-up of the cars they handle. These comprised a Reo Six touring car, 7-passenger; a Reo Four 5-passenger and a Gray-Dort 5-passenger touring car. All were 1917 models. Stanley Maw was in charge of a display that made a very nice exhibit.

The Maxwell Motor Car Co., Winnipeg, showed a Maxwell Four and a 5-passenger roadster. On the grounds they showed a 7-passenger Maxwell which ran steadily during the whole of the exhibition, on a circular track.

Bullock's Motor Exchange, Brandon, showed Maxwell touring cars, also a series of Fox automobile trailers, making a very nice exhibit.

The Breen Motor Co., Winnipeg, exhibited a Chalmers 1918

SIDESTEP YOUR SLACK SEASON

THE great majority of farm implements have a seasonal sale. You can't sell plows and harvesting tools to a farmer all the year 'round. But you CAN sidestep your slack seasons by selling

EMPIRE LINE

MILKING MACHINES CREAM SEPARATORS AND ENGINES

EMPIRE Line machines are used every day in the year by progressive dairymen and farmers.

Their selling season is twelve months long.

The dairyman is ALWAYS BUSY. There's no reason why you shouldn't be just as busy as he is—selling him the EMPIRE machines he needs.

EMPIRE Advertising keeps EMPIRE Quality fresh in the minds of every Farmer and Dairyman.

And there's a good profit in each sale and a fair sales contract for reputable dealers.

Write for Catalog 65 and state which machines you are interested in—Milking Machines, Cream Separators, Engines.

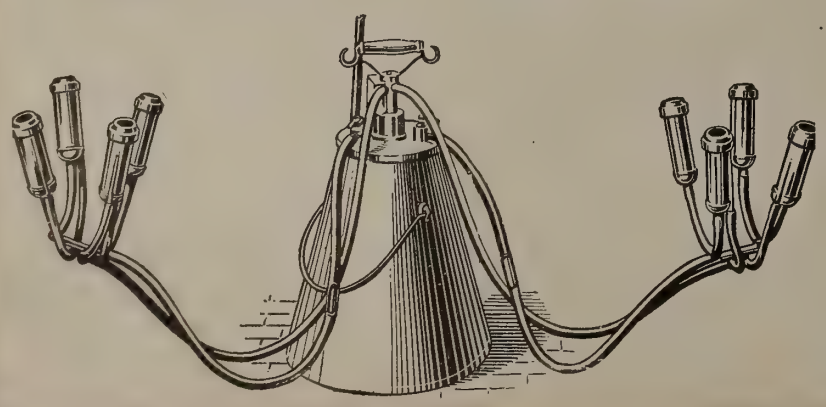
EMPIRE Milking Machines are simple and uniformly gentle in their action on cows. It is not necessary for a dairyman to become an "expert mechanic" to operate them satisfactorily.

EMPIRE Cream Separators are the lightest running separators built —LIGHTEST BY TEST—not by guess. They skim clean and are easy to clean and care for.

EMPIRE CREAM SEPARATOR COMPANY

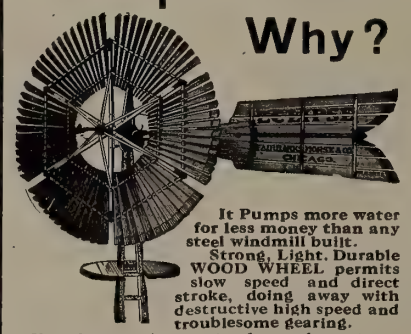
MONTREAL, QUEBEC

TORONTO, ONTARIO WINNIPEG, MANITOBA



ALL RAILROADS USE

The 'Eclipse' Windmill Why?



It Pumps more water for less money than any steel windmill built.

Strong, Light. Durable WOOD WHEEL permits slow speed and direct stroke, doing away with destructive high speed and troublesome gearing.

Very few wearing parts—hence less attention necessary.

DON'T SELL A WINDMILL UNTIL YOU KNOW MORE OF THE "ECLIPSE."

Write for Free Booklet

The Canadian Fairbanks-Morse Co., Limited

Saskatoon WINNIPEG Calgary

model, an Oldsmobile Eight, 7-passenger car, and a Saxon Six, 5-passenger, 1917 model.

The Elgin Motor Sales Co., Winnipeg, showed an Elgin six, a Briscoe roadster, a Briscoe touring car and a No. 2 Briscoe racing car.

The Western Canada Motor Co., Winnipeg, had on view several models of the Studebaker cars, in four and six-cylinder types.

Willys-Overland Co., Winnipeg, showed four Willys-Overland touring cars, a Willys-Knight four and six; a special Overland and a Willys-Knight "Country Club." A sectional engine showed the design of the Willys-Knight sleeve valve motor, which is used in the Tanks used by the British army in France.

The Champion Spark Plug Co., Windsor, Ont., had a special car on the grounds with a display of their spark plugs for auto and tractor use.

The Dominion Motor Car Co., Winnipeg, as sales agents, showed a Smith Form-a-Truck, an attachment for converting a car chassis into a motor truck. They also showed a Smith Form-a-Tractor—a tractor attachment which, it is claimed, is adaptable to any make of automobile. Component parts of the tractor attachment were shown.

The exhibit of racing cars, Briscoe, Case and Fiat was of great interest to motorists attending the Fair.

Driving the Separator by Power

In turning the handle of a cream separator, the variation in the case of a very exact man may not be more than from one to three revolutions per minute. With other men it may vary from five to eight, and with a careless individual the variation may be as high as fifteen per minute. When we consider the high gearing of the centrifugal cream separator, it will be seen that a variation of one revolution at the crank may mean a variation of over 300 revolutions in the spindle. Further, a variation of five revolutions with the crank may make a variation of 1,500 or over with the spindle.

If we study the speeds at which various machines are intended to run, we will see that few, if any, of them—such as a feed cutter, plate grinder or engine, would work satisfactorily if they had to put up with such a speed variation as the average cream separator. In the case of a wood saw, for instance, what would be the result if its speed varied from five to fifteen revolutions either above or below normal?

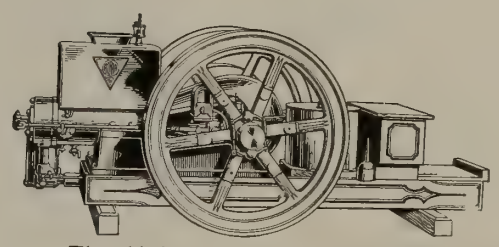
Yet the cream separator depends upon that most delicate principle, centrifugal motion. If the speed drops, some of the butter fat never rises to the outlet; if it is too high milk is thrown out with the cream and incomplete separation results. Many a good cream separator has been called inefficient when the fault lay with the operator and not with the machine. While specially made machines may obviate the trouble of turning the crank as the correct speed, or speed indicators may act as a check to incorrect rotation, there can be no doubt that a good gasoline engine will drive the cream separator more steadily than the average individual. We all know that there are engines on the market so steady that they will drive a dynamo direct without a flicker showing in the light.

Take it as a fact yourself, and do not be afraid to preach it strongly to your customers; the gasoline engine of to-day will draw its load more steadily than human muscle can ever draw it. For convenience in picking up the load a governor pulley or some one of the many intermediate devices now on the market should by all means be used; but it's not because the modern gasoline engine is not reliable. It is far more so than the man who runs it. In fact, nine times out of ten, if the gasoline engine should become irregular in speed it will be found to be because of some neglect or overt act of the man who thinks he is operating it when he is in reality merely letting it run, perhaps under very adverse conditions.

One other word, while on the subject of separator speeds. There may possibly be instances where certain machines of certain cheap mail order houses are worth the price to the people who buy them. A cream separator is not one of these. It revolves at from 15 to 20 times the speed of a threshing cylinder—and this being so, only the best and strongest materials and the most highly finished machining are necessary to produce a high grade cream separator. These factors are seldom found in the M.O. machine. Show your customer that a cream separator must have inbuilt quality — and that means a decent selling price.

TRAVELLING COLLECTOR for the fall season to commence about September 1st. Saskatchewan territory. Character, habits and record must stand closest investigation. In first letter state your age, what business experience, minimum salary. Address **FARM MACHINERY, P. O. BOX 117, REGINA, SASK.**

The World's Standard
De Laval Separator


The Alpha Gas Engine. Always
Ready to Work

MADE IN CANADA

The cream of the trade goes to the dealers who sell the DE LAVAL LINE

THE DE LAVAL COMPANY, LIMITED
WINNIPEG VANCOUVER MONTREAL PETERBORO

Reliable Scales a Farm Essential

The farmer who is without a good, reliable scale is fortunate if he isn't losing enough money, through short weights, to pay for a scale many times over during the year, says the "Standard" Times, the house organ of the Renfrew Machinery Co., Renfrew, Ont.

The modern farmer does not guess when feeding his live stock either. He either measures it or weighs it. Where possible, weighing is the better plan, because he can, by weighing the feed and weighing his cattle, tell how many pounds of such and such feed it takes to produce so many pounds of beef. For instance, one large hog raiser found, by tests on his scale, that it paid him to feed a certain amount of meat scraps to his hogs in place of a straight grain diet.

Another farmer thought he was making money on his hens because the price of eggs was high. By carefully weighing the chicken feed, he found that he could sell the feed for more money than the eggs it produced. But this farmer now has the poultry end of his farm on a profitable basis. He built new quarters for his hens, killed off the old birds, and experimented with different feeding systems, until the scales told him that the feed his hens were getting was producing enough eggs to pay him a handsome profit. There are reasons innumerable for the sale of a good set of farm scales and dealers should investigate this type of equipment, which can be made a very profitable item to handle.

Cream Separator Company Busy

The Empire Cream Separator Co., of Bloomfield, N.J., and Montreal, manufacturers of Empire milking machines, Empire cream separators, gasoline engines and lighting plants, has just announced the advancement of H. E. McWhinney, formerly manager of the Empire Denver office, to an important post in connection with the sales and manufacturing departments in Bloomfield. E. S. West, formerly secretary of the Empire Cream Separator Co., of Denver, becomes managing director at Denver, succeeding Mr. McWhinney. The Empire company's volume of business, as reported this year, shows an immense increase over that of any previous year.

The De Laval Emulsor

The De Laval Emulsor is a comparatively new centrifugal machine which produces normal sweet cream from any desired emulsion of butter—sweet or salt—with whole milk, skim-milk, condensed milk or powdered milk, by simply subjecting the mixture to centrifugal force in such a manner that the component parts of milk are reassembled in their original natural state, with any desired proportion of butterfat.

Cream produced by the De Laval centrifugal process differs from other so-called emulsified cream products, states the company, in that it has the body and consistency of natural cream pasteurized, and will whip, swell or churn in exactly the same way. It has all the qualities and food value, and can be used exactly as ordinary cream.

This emulsor is invaluable to the ice cream maker. Often he needs cream to meet a heavy demand, and cannot get the cream, or must pay a premium for it. Further, he may lay in a large stock and be left with soured cream on hand. With the De Laval Emulsor he can avoid this by purchasing butter if necessary, and converting it into cream in any quantity desired. He can lay in butter when it is low in price and leave the supply untouched until cream and butter are scarce and high. With this machine the milk dealer can at all times meet the cream demand.

Captures the "Show Me" Folk's Trade

LET your wide-awake, up-to-the-minute farmer or dairyman demand figures, facts, tests and demonstrations to his heart's content. You can promptly convince him and sell him with real live proofs (not merely claims) for every statement we make for the

Standard

and no machine made anywhere has so many advantages that can be substantiated. Aside from the close-skimming of the Standard which is beyond question, head and shoulders over other separators, as is proven by Government Schools' tests. The following outstanding features appeal to the most critical buyer:

Thorough self-oiling system
Low supply can
Easy turning
Patent spindle clutch
Interchangeable capacity
Gears enclosed in dust-proof oil-tight gear housing and run in bath of oil

The Standard is stirring things up in the separator business in Canada, the United States and other countries. Get this splendid proposition in detail now. Write for literature while your territory is still open.

The Renfrew Truck Scale—a wide open field for big results—a self-adjusting scale—government inspected. Get booklet.

MADE IN CANADA

The Renfrew Machinery Co., Ltd. HEAD OFFICE and WORKS: **Renfrew, Ontario**

THE MACHINE THAT WILL REVOLUTIONIZE HARVESTING

WILL BE ON VIEW DURING AUGUST IN THE FOLLOWING CENTRES:

REGINA, BROWNLEE, STRASSBURG, YORKTON, SASKATOON AND ROSETOWN

ALSO AT INTERMEDIATE POINTS

WE are taking a 1917 Model Bell Automatic Grain Stooker on a trip through Saskatchewan territory, visiting the above towns. This stooker has been tried out with the greatest success in Kansas grain fields this season, doing remarkable work.

Dealers in Above Territory Will be Notified One Week Ahead

This will give agents an opportunity to make a thorough inspection of this wonderful labor-saving machine, which has been field-tested for the past three seasons. Come and see it.

Exclusive Manufacturers of Christiansen Land Packers, Harrows and Plow Attachments

THE BELL AUTOMATIC SHOCKER LIMITED

331 AUSTIN STREET, WINNIPEG, MAN.

Keeping Acquainted

The most vital question to every implement dealer is: "How well do my prospects know me," says Paul Wing, advertising manager of the Empire Cream Separator Co. It is easy to forget that others don't know you are in business, that your best prospects may not remember you when they are in the market for goods that you sell.

How many times have some of your farmer friends come into your store with this sort of a question: "Jim, do you sell 'so and so'?" Of course you do! You've sold them for years. But here is one of your intimate friends who had never known you sold them; or if he has known he has forgotten.

In addition to the numerous cases of this sort that come to your attention, how many sales do you suppose you lose just because friends of yours, or perhaps old customers, have forgotten that you sell the articles they want to buy? If you know of a few such cases, don't you suppose there are a lot of others you never hear from.

The one way to prevent these sales leaks is to get acquainted with every possible prospect and, just as important, to keep acquainted.

You cannot see and talk to every farmer in your territory daily or weekly, but you can get acquainted with them all—and keep acquainted with them all by persistent advertising; by using space in your local newspapers; by circular letters and attractively printed folders, which many progressive manufacturers will furnish you free; by billboards placed throughout your country. Hundreds of Empire dealers all over the country make constant use of Empire advertising matter and Empire billboards, and they find that it pays handsomely.

Impulse Starters Important

At the Brandon light tractor plowing demonstration, several of the tractors were equipped with what is known as an impulse starter. This is simply a device which provides automatically for a rapid kick forward of the armature of the magneto during the necessarily slow movement which follows the starting up of the engine. The idea aimed at in embodying this equipment on the tractor is to get the same spark intensity from the magneto while the engine is being turned over slowly as is procured when the engine is rotating at normal speed.

When the engine rotates at low speeds the hottest spark is needed, and without the impulse starter the less efficient spark is inseparable from a low armature speed. For multi-cylinder engines it has been found unpractical to get an oscillator equipment, as the speed of the engine gives excessive wear on the parts of the mechanism. On the contrary, the impulse starter is just as well adapted to multi-cylinder magnetos as it is to single cylinder, and as it produces a hot spark during the slow speed of the motor, automatically changing to the smooth rotating movement after the motor is started, it has all of the advantages of the oscillator and none of the disadvantages, says a contemporary.

A pure high tension magneto of a simple rugged type fitted with a starter coupling, provides a self-contained mechanical unit having greater simplicity than any ignition equipment that has ever been devised. No modification of the pure high tension magneto is necessary except the mechanical device known as the starter coupling.

Rate Increase Granted

The board of railway commissioners, on July 11th, allowed the railways' application for an increased rail and water tariff as affecting lake traffic. This went through with the exception of the rate on sugar. This means a general increase in rates on all classes of consignment—except sugar—sent via lake and rail to points in the West. Both commodity and class rates are increased. The contention of the companies was that many of the lake steamers having been put on ocean service, owing to the shortage of lake nage, rates ought to be increase

Now for the Fall rush!

PUMPS
AND
Clothes Reels

Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

THEIR REPUTATION SELLS THEM!

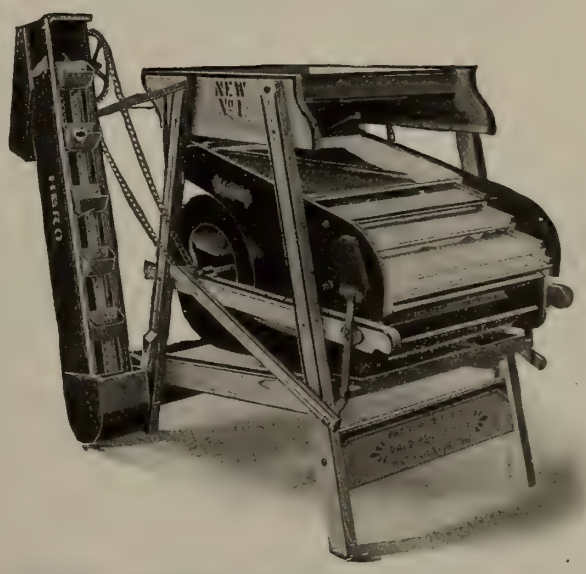
Three Sizes:
24, 32, 48-inches

Profit by the Big Fall Demand for "HERO" Fanning Mills

Dealers: We are now Sole Distributors of
THE NEW IMPROVED
"HERO"
FANNING MILLS

These mills are now being manufactured in large quantities in a completely re-organized factory, thoroughly equipped for quick production. The New Improved "Hero" Fanning Mills are not sold by any Mail Order concern, either under this or any other name. They will be

SOLD THROUGH THE TRADE ONLY



Known to farmers everywhere as the most efficient mills made. Greatly increased screen capacity; exclusive features in construction. We guarantee the New Improved Hero to clean more grain and to do better work than any mill of similar size on the market, and we guarantee delivery.

LINE UP YOUR NEEDS—AND ORDER NOW

See the Ackland Traveller, or send all orders and correspondence direct to D. Ackland & Son, Ltd., Winnipeg. Don't delay. A big demand this Fall. Write at once for full particulars, prices and terms. The dealer who handles the "Hero" can get the fanning mill trade in his district.

Manufactured and Guaranteed by the HERO MANUFACTURING CO., LTD.

Exclusive Sales Agents for Western Canada

The Best Place **D. Ackland & Son, Limited** *The Best Goods*

Calgary
Edmonton

TRADE D&S LTD MARK

65-68 Higgins Ave.
Winnipeg

. Becomes ster Co.

Johnston Batavia, N.Y., shortly be taken over by a newly incorporated company known as the Massey-Harris Harvester Co. This company has been chartered under the laws of New York with an authorized capital of $3,000,000. The stock will be owned by the present owners of the Johnston stock and the officers and directors of the Johnston company will be elected to the same positions in the new concern.

The change is one of name only. The business will be conducted as heretofore. Some months ago a proposition to reincorporate was submitted to the stockholders and referred to a committee. The latter recommended the incorporation of a new company with a name substantially the same as that of the big Canadian company, which for some years has held the controlling interest in the Johnston concern. The Johnston company was chartered for fifty years in 1870. The original capital stock was $300,000, and has been increased to $2,246,200.

By the terms of its charter the new corporation is to manufacture and deal in harvesters, reapers, mowing machines, seeders, plows, harrows and other implements of husbandry, malleable iron machinery and manufactured products of every description, and to conduct branch offices and warehouses elsewhere in the United States and in other foreign countries. The Massey-Harris Co., Ltd., of Canada, and the Massey - Harris Harvester Co., Inc., of Batavia, will be entirely distinct corporations. The Massey-Harris Harvester Co. will not do business in Canada, while Massey-Harris Co., Ltd., does not do business in the United States. There are now employed at the Johnston works between 1,200 and 1,400 men, and its officers look forward to a greatly increased business.

Waterloo Mfg. Co. Open New Branch

The Waterloo Manufacturing Co. of Waterloo, Ont., report that they will open a new branch house in Saskatoon. At present the western head office of the company is at Portage la Prairie, with a branch office at Regina. The new branch at Saskatoon will be under the supervision of E. A. Haid, and dealers will be able to procure Waterloo goods—Champion separators, Waterloo steam engines, etc., from the new Saskatoon branch. The company will not only carry a full line of their own goods at Saskatoon, but also Heider tractors, Rock Island plows and other tractor implements. A full stock of repairs for all the goods manufactured and handled by the company will in future be carried at the Saskatoon branch of the Waterloo organization, which arrangement should be good news to Waterloo dealers in Saskatoon territory.

U.S. Roads Denied Rate Increase

The plea of the United States railroads for a horizontal increase of 15 per cent in freight rates has been denied by the Interstate Commerce Commission. The only permission given by the commission was for an increase in certain class rates in the Eastern district approximating 14 per cent. The volume of tonnage which will move under these advanced rates will increase gross freight revenue for the lines affected only about 4 per cent. The proposed increase of 15 per cent was to have been effective July 1st. In its decision the commission suspended the proposed traffic until October 28th, but indicated that a hearing then would be of no value. The commission took the ground that the railroads had failed to show that conditions justified an increase in rates.

The Big Implement Show

The National Implement and Vehicle Show, and Peoria District Fair will open this year on September 18 and continue till September 29. The 12th annual International Soil Products Exposition, under the auspices of the International Farm Congress, will be held in connection with the Peoria event.

Mitchell Wagon Sold to Deere

After a long and honorable career of 84 years in the wagon business, the Mitchell Wagon Co., Racine, Wis., has discontinued operations. Deere & Co., Moline, Ill., have recently acquired the patterns, goodwill, trade mark, patents and stock of material from the Mitchell Wagon Co., the latter company having sold its plant to the Mitchell Motor Co., and discontinued the manufacture of wagons. The Mitchell standardized wagon will be manufactured by Deere & Co., at its Fort Smith plant, Fort Smith, Arkansas.

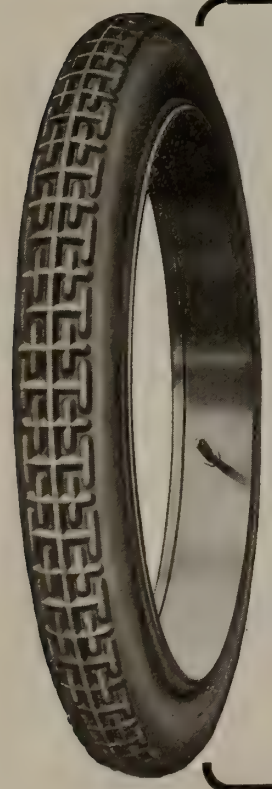
Deere & Co. has assumed the obligation of the Mitchell Wagon Company to its customers to replace defective parts on Mitchell wagons sold during the last year. It is also arranging to supply Mitchell wagon parts made from the regular Mitchell patterns to Mitchell customers throughout the country. Correspondence in reference to Mitchell wagon repairs should be addressed to the John Deere Wagon Works, Moline, Illinois.

McDonald Manager for Canada Carriage Co.

F. N. McDonald has been appointed western manager for the Canada Carriage Co., of Brockville, Ont., succeeding J. P. Millar, who has resigned to enter the automobile trade. Mr. McDonald has had charge of the McLaughlin buggy business in Saskatoon territory since January, 1916, and prior to that date was on the road, out of Saskatoon, for four years, covering territory for the McLaughlin Carriage Co. In his new post Mr. McDonald will have headquarters at Winnipeg, and will have charge of the territory from Fort William to the Pacific Coast. Before joining the staff of the McLaughlin Carriage Co. he was on the road for implement lines for some six years, and is well and favorably known to Western Canadian implement and vehicle dealers. Although still a young man, Mr. McDonald has had about eleven years' implement and vehicle experience, which should admirably befit him for the responsible position to which he has been appointed. We wish him every success in his new sphere of action.

J. A. McKinnon, who for eight years was a blockman in Regina territory for the Massey-Harris Co., and more recently has represented the Stewart Sheaf Loader Co. in Saskatoon territory, has been appointed traveling representative for McLaughlin buggies, in the interests of the Canada Carriage Co., Winnipeg. Mr. McKinnon will have charge of the branch offices of the company at Saskatoon and Moose Jaw. Intimately known to a wide circle in the trade, and with long experience in sales work, Mr. McKinnon should be a valuable acquisition to the vehicle concern in boosting buggy business throughout Western Canadian territory.

"Out of sight, out of mind" is the truth that makes it pay to advertise.



MILLIONS OF MILES HAVE PROVEN THE SUPER-EXCELLENCE OF

PARAGON TREAD TIRES

"By Miles the Best"

The favorite in the famous "Maltese Cross" Line. For mileage, service and inbuilt quality you cannot sell your customers a better tire—or equip your own car with a better tire. The fabric is the secret of "Paragon" success. The product of a modern tire factory and backed by over 30 years' experience in rubber manufacturing in Canada. Black Tread—Red Side Walls. Quality is real economy in Tires. Handle the "Paragon" and give your customers tire durability, tire life, tire service and tire mileage.

WRITE THE NEAREST BRANCH. "PARAGONS" ARE A PROFITABLE PROPOSITION FOR LIVE DEALERS.

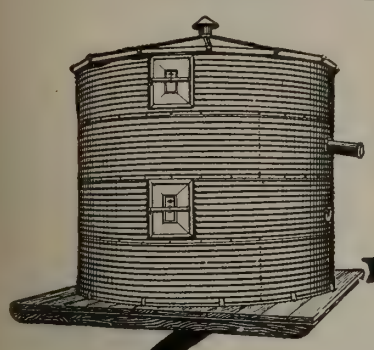
GUTTA PERCHA & RUBBER, LIMITED

Factories : TORONTO

WESTERN BRANCHES:

Winnipeg Fort William Regina Saskatoon
Calgary Lethbridge Edmonton Vancouver

You Get the Granary Business—and Hold it—when you sell your customers the "EASTLAKE"



Farmers who KNOW endorse this granary. It saves time and labor; affords absolute protection from fire, weather and vermin. Sell it this season. Dealers who handle the

"EASTLAKE" Portable Corrugated Steel Granary

get the granary trade in their territory. Get full particulars of our agency proposition NOW. Read what one farmer says:

Norman N. Ferguson, of Abernethy, Sask., writes: "The "Eastlake" Granary arrived O.K. I have set it up. It went together fine. It is a dandy piece of workmanship."
Note these many excellent features:

Filled from any side.
Two Unloading Chutes with padlocked cut-offs.
Two Pressed Steel Doors.
Machine-made throughout.
Interchangeable and removable side and roof sections.
No cast iron used anywhere.

STRONG—RIGID—DURABLE—SIMPLE—EASILY ERECTED

Not expensive. Write for our complete illustrated circular.

The Metallic Roofing Co., Limited

797 Notre Dame Ave. — **Manufacturers** — **WINNIPEG**

We make all kinds of Sheet Metal Building Materials

RUSTAD'S Portable Grain Elevators and Track Loaders

MADE IN WINNIPEG

This is the best elevator proposition you can handle. Made right in Winnipeg. All castings semi-steel. Grain is conveyed by an endless chain and scrapers. Perfect regulation of feed from hopper. Tilting or swinging hoppers supplied as desired. The swivel hopper can't be beaten for track loading. Strong flexible spout. These elevators cannot clog and give satisfaction where other elevators cannot work.

Stronger Built.
Has Greater Capacity.
Runs Easier.
Requires Less Power.

Shaft with loose and drive pulley provided for engine attachment. A 2½ h.p. Engine drives the elevator easily. For filling granaries, or elevating feed to lofts and for loading cars, this machine has no equal. Strong warranty goes with every elevator. Dealers write AT ONCE.

Rustad Elevators control the Trade.

We handle Kerosene and Gasoline Engines from 1½ to 20 h.p.

HENRY RUSTAD, Manufacturer

277 HUNTLEIGH STREET — **WINNIPEG, MAN.**

Save Your Time

And Save Your Customers' Harvesting Expense by Selling Them

STEWART SHEAF LOADERS

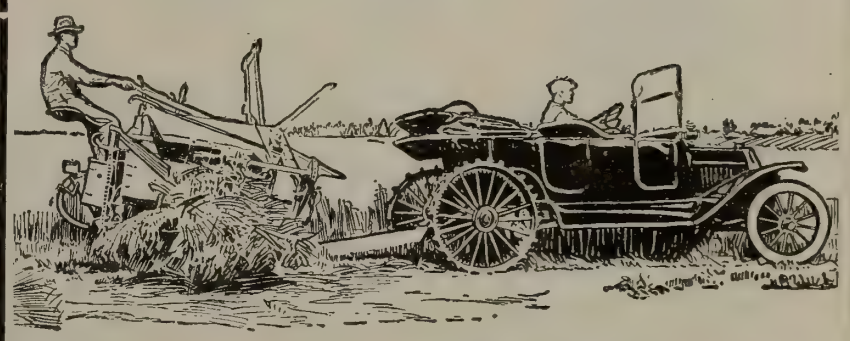
The Machines that Keep Money in the Community, Help Local Trade and Build Community Prosperity

SAVES MEN, TEAMS, TIME AND MONEY

LOWERS THE COST OF HARVESTING

A late harvest in the United States means that there will be a shortage of harvest help in Western Canada. Stewart Sheaf Loaders will be required to meet the situation. They are the pioneer sheaf loader—the only practical machine. Hundreds of satisfied customers testify to the money, time and grain saved by their loaders. Let us show you what they said. Our Loaders save an average of FIVE MEN on every outfit, and from $15 to $30 daily during harvest. Do the work better than the most skilled hand pitchers. We face an unprecedented demand. Send your contracts at once.

We Also Manufacture Staude Mak-a-Tractors



The Tractor Attachment that Drew the Crowd at Brandon Plowing Demonstration

Pulled two-bottom, Deere and Cockshutt 14-in. tractor plows, six inches deep with ease. Combines with a Ford to make a fully guaranteed tractor that does the work of four heavy horses. Time tried and tested. Has given satisfaction to every user. Plows, handles the binder, hauls any farm machine—does the work better, quicker and cheaper than horses. Once attached, 20 minutes changes the car to a tractor, or vice-versa. Standard equipment includes a "Perfection" Water Circulator, which prevents radiator water boiling under all running conditions, and saves gasoline and lubricating oil.

TO ENSURE DELIVERY---ORDER NOW

Dealers: Don't Delay. Send your Orders at Once for Stewart Sheaf Loaders and Staude Mak-a-Tractors. Some one will do big business selling them in your territory. We also make a full line of separators for combination and light tractor drive. Ask for full particulars.

THE STEWART SHEAF LOADER CO., LTD.

470 MARTIN AVENUE - WINNIPEG, MAN.

What are Hyatt Bearings?

Several of the light tractors taking part in the tractor plowing demonstration at Brandon were equipped with Hyatt roller bearings. A brief description of this bearing should be of interest to dealers:

The Hyatt bearing is a hollow spiral roller, made from chrome-vanadium steel, heat treated and accurately ground. The line of contact and the direction of rotation are parallel to the shaft, and the result is a true rolling action, which eliminates friction and wear. The slots in the roller provide means whereby all foreign substances which get into the bearing pass through to the center of the roller, thus keeping the surfaces always clean. Also it is claimed that the capacity for lubricant is greater with the Hyatt bearing than with any other, as it passes through the slots and keeps the surfaces of the bearing oiled. As these slots alternate right and left, the distribution of oil is uniform.

Another advantage claimed for the flexible Hyatt roller bearing is that it will adjust itself to afford a full line contact under all reasonable conditions. As the flexible roller will distribute the strain equally along its entire length, it is plain there never is any overloading at any one point, and thus again unnecessary friction and wear are eliminated.

Resale Prices for Twine

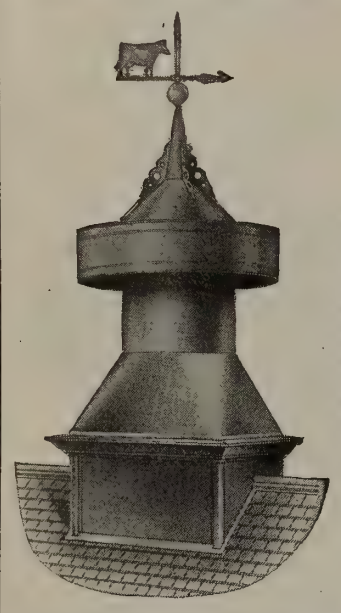
In referring to dealers who are selling binder twine and other commodities at prices considerably lower than the present buying price, "Farm Implement News" takes issue with the poor practice of basing the prices of the goods upon the cost as it used to be. In relation to twine prices, our contemporary says: "From the date of the first announcement of wholesale twine prices until the advance was made, the first quotation was the correct basis of the resale price. But the very minute the wholesale price was advanced, the new quotation became the correct basis of price for all dealers, including those who had bought at the early price. When they bought they assumed whatever risk there was of a decline, therefore they are entitled to whatever gain accrues from an advance.

"The dealer is in no way to blame for the high prices. Many dealers did all they could to keep the price of fiber down. It isn't their fault that twine is held at the highest price in many years. They are entitled to a fair profit and to any advance that occurs after they buy. If the price had declined their prices would have been forced down as a matter of course. Some day they will go through that experience."

Harvester Dividends

The International Harvester Co., of New Jersey, and the International Harvester Corporation, on July 25 declared a regular quarterly 1¾ per cent dividend on preferred stock, payable October 10th to stock of record Sept. 1. The distribution for the two organizations will total approximately $1,050,000.

Are you just jogging along, earning your pay, taking your income as it comes in, satisfied to save a little money each year and all the while to keep edging along toward the end? Or are you trying to accomplish something with your life, trying to get somewhere, trying to be somebody or something worth while?



DEALERS:

There's a Big Demand for

"The Townsley System" of Ventilation

For Barns, Creameries and Schools

Recognized throughout America as the standard in ventilation, as well as lightning protection. Ventilators are made of heavy gauge galvanized iron, artistic and durable. Shipped ready to place on building. One hour sets them in position. Get full information and our special offer to dealers—NOW.

Ask us about the famous "Townsley System" of lightning protection. Safeguards life and property at very low cost. Handle these systems. Liberal profits for agents. Write us to-day.

Ask for Special Descriptive Literature and our Commission Contract

CANADIAN LIGHTNING ARRESTER AND ELECTRIC CO., LTD.

BRANDON MANITOBA

TWO SPLENDID LINES—AND PROFITABLE TOO

Cyclone Elevator with 3 H.P. FAIRBANKS-MORSE Type "Z" Kerosene Engine

The demand is daily increasing for the

CYCLONE PORTABLE GRAIN ELEVATOR

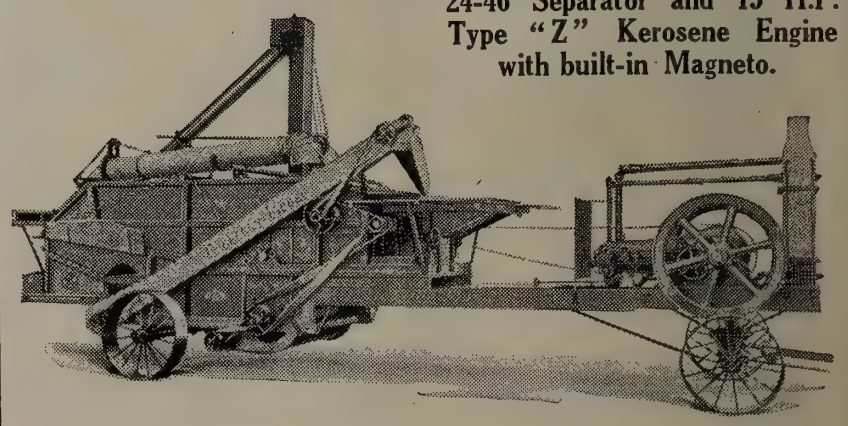
This machine, which loads cars, tanks and granaries, has a greater capacity than any other and is more strongly built. It will easily handle from 1,200 to 2,200 bushels per hour and can be operated by an engine of from 2½ to 6 h.p.

Manufactured by the HART GRAIN WEIGHER CO., makers of the famous "Perfection" and "Hartley" Threshing Machine baggers.

Sell this greatest of all Combination Threshers, and earn not only the gratitude of your customers, but a nice profit besides

FAIRBANKS-MORSE

24-46 Separator and 15 H.P. Type "Z" Kerosene Engine with built-in Magneto.



To the dealer who knows Threshing Machinery there is a delight in explaining the merits of this outfit. It is strong and sturdy, with the finest engine made, and a separator better than anything you have ever sold. In short it is a machine that stands up and does its work well all the time. No breakdowns, no disappointments—a machine that stays sold and makes every buyer a friend!

Let us send you our latest catalog, which answers in an interesting way all the questions you would like to ask us. Sit down now and drop us a line for one. Will You?

THE CANADIAN FAIRBANKS-MORSE CO., LIMITED

SASKATOON WINNIPEG CALGARY

Sharples Increases Service to Dealers

The Sharples Separator Co. has greatly enlarged their service department during the past month, establishing a new specialized dealer service department. A. P. Jennings, who has had charge of the advertising department in the

A. P. JENNINGS

Chicago branch office of the company, has been transferred to the main offices at West Chester, Pa., and will have direct charge of this work for the interests of Sharples dealers.

Mr. Jennings has done a great deal of advertising service work among dealers, and has a wide knowledge of dealers' needs in this connection. He will travel from coast to coast, calling upon Sharples dealers, giving expert practical assistance, and will help dealers with attractive window displays, arrange publicity campaigns, take up the matter of field signs, moving picture slides, letter heads, etc.

Govt. Tractors in Ontario

The Department of Agriculture in Ontario purchased sixty tractors, which will be operated throughout that province until the ground freezes up in November. The steel horses are at work preparing for an increased acreage in 1918. Each tractor outfit is capable of plowing an average of six acres a day and with fair weather conditions a total of 360,000 acres additional land will be got ready this year for next season's sowing.

Tractor Production in Britain

Government organization in Great Britain has practically been perfected for the manufacture of from 6,000 to 7,000 tractors which are urgently needed in that country. A type will be standardized with a view to producing a strong general-purpose machine.

So many of the large engineering plants in the United Kingdom are extensively engaged on munitions that it will necessarily distribute this new work over wide areas, thus making more difficult the assembling of the numerous parts into the complete machine at some central point. Employment will be given to small shops

Choosing the Tractor

In selling the tractor, it is wise for the dealer to get the farmers' viewpoint on the type of machine best suited to local needs. If the dealer finds out what the majority of farmers want, and handles the tractor they think most of, the result will be easier sales. It is invariably an easier job to sell a man what he knows he wants than to sell him something you think best, and that he does not know much about. This, however, must not be taken to mean that you will take in hand to sell a tractor of little value, but in selling a tractor it is always advisable to choose a known machine.

THE
SEAL OF QUALITY
DUNLOP
LINE
RUBBER BELTING
That Meets
Threshermen's Needs
Threshing generally exacts the unusual in belt service. Outside work, exposure to all sorts of weather conditions, undue stress and strain, explain why.
As the main driving force between the engine and separator we believe Dunlop "Prairie" is unsurpassed. The whirr of the machine is continuous wherever this belt is employed.
DUNLOP
"PRAIRIE" & "RELIANCE"
THRESHER BELTS
Dunlop "Reliance" is a second choice for threshing work. Although this belt is of a slightly lighter construction than Dunlop "Prairie," it is a thoroughly dependable article, and because of its many merits, is largely represented in the Prairie Provinces.
It is needless to say that both of these belts are especially designed. They have to be to deliver that unfailing service which hundreds of thresher machine owners in every agricultural community have been receiving from them.
Unless specified otherwise, Dunlop "Prairie" and Dunlop "Reliance" are supplied endless and stitched.
Dunlop Canvas Thresher Belts and Dunlop Agricultural Hose are conspicuously upholding the reputation of the "Two Hands'" Line of Rubber-made Goods.
Dunlop Tire & Rubber Goods Co., Limited
Head Office and Factories: TORONTO
BRANCHES:
Victoria, Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal, St. John, Halifax.
WINNIPEG BRANCH: CANADA BLOCK, 354 DONALD STREET
REGINA BRANCH: BANNER BLDG., 1769 CORNWALL STREET
SASKATOON BRANCH: 311 TWENTIETH STREET, EAST

The Effect of Increased Prices on Duty

Continued advances in the price of goods, notably of farm machinery, have frequently resulted in a great increase in the duty payable upon importation into Canada, especially when for various reasons, shipment of the goods has been delayed. The basis for the imposition of ad valorem rates of duty is defined by the customs law to be the fair market value of the goods when sold for home consumption in the principal markets of the country whence, and at the time when the goods are exported directly to Canada.

According to this standard, the fair market value has often been much higher than the price for which the goods were sold, and heretofore there has been no limit to such increases over the actual selling price. In recognition of the abnormal conditions arising out of the war, however, an order in council was issued at Ottawa, July 4, 1917, directing that "during the period of the war, until otherwise ordered, customs duties on imported goods subject to an ad valorem rate may be accepted by collectors of customs in Canada at the fair market value of the goods at the time of purchase in the country whence exported directly to Canada, with an addition to such value of not more than 25 per cent when imported within nine months from the date on which such goods have been contracted for or ordered to be shipped to Canada, notwithstanding any greater advance in the value of the goods prior to their exportation to Canada."

As a result not over 25 per cent will be added to the invoice or selling value in determining the dutiable value, even if the actual increase has been greater, provided the goods are shipped within nine months after they were ordered.

In connection with this order-in-council, the exporter should show on the invoice, in addition to his selling price:

(a) The fair market value of the goods as sold for home consumption in the country of export at time shipped.

(b) The fair market value of the goods as sold for home consumption in the country of export at time of purchase; and

(c) The date of purchase of the said goods.

By this order the special dumping duty applicable to goods of a kind manufactured in Canada when sold for a price less than the fair market value by more than a certain percentage is not to be imposed where the value has advanced between the date of purchase and the date of shipment. The applicability of the special dumping duty will be determined from the above data on the customs invoices for the goods.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager — A. A. THOMSON, Editor
811-12 CONFEDERATION LIFE BLDG. Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
$1.00 per year in Canada: Foreign $1.25 per year — Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, AUGUST, 1917

The Farm Hand of the Future

The difficulty of obtaining an adequate supply of farm labor, even under conditions of normal industrial activity, has been generally recognized as one of the most serious problems in the way of the full development of the country's agricultural resources. Since the beginning of the war this difficulty has been intensified by the curtailment of immigration and by the extraordinary industrial development of the country and the unparalleled demand for skilled and unskilled labor in practically every branch of trade and industry.

The farm hand who harnessed the horses and hitched them up to the machines must be supplanted by the farm mechanic who "gives her gas and oil" and goes chugging down the furrows. The power farms will require skilled labor where the "hands" formerly managed to do the work after a fashion suitable to yesterday.

It will not be many years until skilled labor now employed in machine shops, automobile garages, etc., will be offered good wages to take care of and operate the power machinery on the farms. The mechanic having a thorough knowledge of the internal combustion engine will be wanted to operate the power machines. Many of the former farm hands will be relegated, perhaps, to the ranks of unskilled labor to be content only to serve as common laborers.

Burbank Perfects New Wheat

Luther Burbank, the world's greatest scientific agriculturist, has reported the perfection of a "super wheat" which he believes will go far toward solving the universal problem of grain shortage. It is reported from Santa Rosa, Cal., that this new wheat will yield five times as much per acre as the average production throughout America. It is claimed that with this new Burbank variety, where 15 bushels are now grown 50 and 70 is the measure of the new wheat. This wheat is the product of 10 years' experimentation, and is said to comprise the best food qualities, hardihood and fertility of many strains of the best of the world's wheats. "It is hardy, barbless, smooth and milky, and will grow anywhere in the temperate zone," said Burbank. It is to be hoped that the wheat will equal the report.

Getting the Goods

In those days when deliveries are problematical, the wise dealer will not delay in placing his orders early. To wait until the end of the year before placing orders for goods will be an unwise policy, also to specify late shipments for same. It is quite evident from the raw material market that prices will get no lower for many months ahead. Peace seems as far away as ever, and war's demands for raw materials steadily increases. It was never more important that the dealer send in his orders early and get the goods on hand as soon as he can, for it will not only allow manufacturers to size up their material requirements, but will give them an opportunity to get raw materials out of the congested market. These days we hear plenty about cancelled orders, and pleas that goods cannot be supplied. While this cannot be avoided at present, the policy of ordering far ahead will do much to ensure the dealer delivery of his requirements.

Raw Material Supply Important

A report from the War Emergency Committee of the U.S. National Implement and Vehicle Association, which embraces over 90 per cent of the manufacturers of farm implements and machinery in that country, shows that 81 per cent of the new wealth created each year from the soil is produced from farm machinery manufactured from less than 5 per cent of the annual production of steel, pig iron, etc. This being so, it is claimed, and rightly, that the raw material needs of the manufacturers of farm machinery are entitled to precedence.

In many lines in the implement business in the United States, an acute shortage is evident—particularly of tractors, tractor plows, corn machinery, cultivators and hay tools. Reports received from a large number of the leading manufacturers indicate that stocks of finished implements on hand at the date the report was issued are 26 per cent less than one year ago; also that raw materials on hand are 22 per cent less than one year ago. The extent to which agricultural machinery can be furnished the farming industry during the coming year will be limited to the machinery produced during the next twelve months.

The total value of farm implements and machinery produced in the United States in 1904, according to the reports of the census, was $112,007,344, in 1909, $146,328,268, and in 1914, $168,120,632.

Based on their detailed knowledge of the industry the committee believes that the total sales in 1916 exceeded considerably those of 1914. On the basis of the reports of the census, supplemented by statistics compiled by the committee, the aggregate quantity of pig iron, bar steel and iron, and steel shapes required for the production of farm implements, during the next twelve months, is estimated at 2,000,000 tons. To this must be added 500,000,000 feet, or 1,000,000 tons of lumber, at least 1,000,000 tons of coal, 25,000,000 gallons of oil, a substantial miscellaneous tonnage of springs, bolts, etc., and other miscellaneous supplies necessary for the conversion of the raw material into the finished machines.

As conditions now are, we have every reason to believe that implement manufacturers will have more business offered them than they are able to obtain material to take care of, and that the material factories are commencing to realize more than ever the great importance of furnishing material to the agricultural implement manufacturers, both in Canada and the United States.

Advertising an Investment

The business man who has fallen asleep has a favorite plea that advertising is a huge economic waste; that millions of dollars are spent in artificial attempts to stimulate selling. This logic is a long way from fact. Let us consider the millions spent for advertising. Can we deny that these millions sell hundreds of millions worth of goods—goods that could never be sold as cheaply in any other way. The saving in selling cost is immense, and helps to lower the price of the goods.

What is the exact ratio of advertising to sales? The Association of National Advertisers have some valuable records in this connection. The advertising of the leading paint manufacturers of America averages 3 1/3 per cent of their total sales. In other words, for every dollar's worth of paint sold, they spend 3 1/3 cents in advertising, about the value of two postage stamps. The large varnish manufacturers, on the same basis, spend 3½ to 4½ per cent. In boots, shoes and clothing, the percentage is from 1½ to 2½. These are necessities—take luxuries. The largest candy maker in America spends 5 cents in advertising for every dollar's worth sold.

In the automobile manufacturing business the average advertising expenditure is 3 per cent of the value of every car sold. In the tire industry it runs about 2 per cent. These figures are authentic, and show clearly the small percentages that are ample to provide for the mammoth publicity campaigns of the great national advertisers. Our friends the mail order houses. You would expect their percentage to be high. As a matter of fact, records show that the figures for the average mail order concern is only 3 per cent of the total business.

It is, therefore, easily seen that the cost of advertising has very little effect on the price of the goods to the consumer, in fact the effect of advertising is to decrease and not to increase the sum total of selling cost owing to the enormous volume of business derived from this modern method of marketing goods.

Tractor Opportunity

So far our government has recommended nothing in the way of more power for the farm as an emergency war measure, but if Canada is going to back up the boys we already have in khaki, the labor shortage in agricultural lines will become more and more evident. More mechanical power will be essential—and that means a greater use of the tractor. The tractor makes possible deeper tillage, turning up virgin soil, thereby doubling the size of the farm by increasing fertility. This fact alone guarantees tractor business, and again we point out to the implement dealer the necessity of his taking advantage of his opportunity, such as has never before been presented.

Profiteering!

Allah made the bedbug, the louse and the skunk, but even the Deity would disclaim the responsibility for the man or firm of food producers who in those days takes the opportunity to make undue profits from war-burdened humanity. A report from the Department of Labor at Ottawa concerning certain cold storage manipulations, may or may not be exaggerated. Time and investigation will vindicate or condemn. But not only in the realm of cold storage does this unenviable stigma apply. It extends to many other lines. In an address to the manufacturers of the United States, President Wilson made some remarks that will ring true so long as war rages, factory chimneys smoke and dividends be declared. He said:

"Patriotism leaves profits out of the question. In these days of our supreme trial, when we are sending hundreds of thousands of our young men across the seas to serve a great cause, no true man who stays behind to work for them and sustain them by his labor will ask himself what he is personally going to make out of that labor. No true patriot will permit himself to take toll of their heroism in money or seek to grow rich by the shedding of their blood. He will give as freely and with as unstinted self-sacrifice as they. When they are giving their lives will he not give at least his money? . . . Let us see to it that for every dollar that is taken from the people's pockets it shall be possible to obtain a dollar's worth of the sound stuffs they need."

It's Worth While!

Cultivate the friendship of the traveling man. Seek his advice at times and learn to value his judgment. He is seeking to make good with his house, and therefore he will do the very best possible to make it a matter of interest to buy through him. He has to sell his merchandise, and the only way possible is by your giving him a fair show. There are instances, of course, where the traveling man does not serve his customers as loyally as he should, but the percentage of this type is very limited. Investigation will prove that in nearly every case the best friend a dealer can have is the man on the road.

The Necessity For Technical Training

The scientific problems presented by the war show as never before the great necessity for trained minds, for trained and schooled men. How many of our younger men, specially trained in various vocations, have fallen in the war? We have a vast country and a small population. Development and research face us in the years ahead—and well we know that when this war is over the rehabilitation of a stricken and possibly paralyzed civilization is going to be an uphill task. The day of the scientifically trained man, the technician, chemist and engineer is at hand. Our young men will have to meet this great emergency for trained minds—and we must as a nation look forward to a greater era of technical and vocational training—a collaboration of our colleges and engineering schools for the production of the type of men who will be able to cope with the industrial and commercial problems that the years ahead will bring to Canada.

Personal

R. H. Bodier is the name of a new harness dealer at Tantallon.

H. E. Gage, harness dealer at Craigmyle, has sold out to F. J. Lalor.

J. C. Gordon has opened a garage and automobile business at Laura.

C. D. Gibson is the name that graces a new implement store in Souris.

Geo. Burroughs recently suffered fire loss in his garage at Chaplin.

Burgess & Taylor are now automobile and accessory dealers at Boissevain.

James E. White has commenced an automobile and garage business at Orion.

Muir & Kating is the name of a new farm machinery firm doing business at Travers.

C. Baheke is owner of a garage and automobile business in the village of Nobleford.

Carrington & Wells are owners of a new garage and automobile business at Foremost.

John Ross is the name of an implement dealer who recently opened a warehouse at Red Deer.

H. J. Minall, a dealer at Lumsden, has sold out his interests at that point to a brother, R. Minall.

H. M. Agnew, Winnipeg, has been appointed assignee of the Western Steel & Iron Co., Winnipeg.

The Viceroy Implement Co., a farm machinery concern in the village of Viceroy, has been dissolved.

Western Motor Supplies is the name of a new concern in Regina. The company is capitalized at $10,000.

Dan Ulrich, the implement dealer at Champion, has taken the agency for Bull tractors in that territory.

Sokvine & Bowers, automobile dealers at Lomond, have dissolved partnership in their business at that point.

The Retlaw Hardware Co., is a new concern in the town of that name, handling hardware and farm implement lines.

Simes & Johnson are the names of two dealers who have formed a partnership in an implement and automobile business at Tadmore.

Fred Gamey, dealer in builders' supplies and implements, at Newdale, has sold out his implement business to a dealer named F. A. Irwin.

G. Wedlake, mechanical superintendent of the Cockshutt Plow Co., Brantford, Ont., was a recent business visitor to the west. Mr.

Wedlake took in the Brandon Fair and tractor plowing demonstration.

E. B. Sawyer, president of the Cusham Motor Works, Lincoln, Neb., was a visitor to the Winnipeg headquarters of his company early in July.

The stockholders of the Plymouth Cordage Company, North Plymouth, Mass., have authorized an increase in capital stock from $4,000,000 to $8,000,000.

The Central Lighting Control Co. is a new concern handling lightning arrester systems at Moose Jaw. F. H. Peacock is manager of the concern.

E. A. Kemp, sales manager of the Canadian Fairbanks-Morse Co., Winnipeg, recently spent a vacation in Kentucky and other states in the middle west.

J. A. Brookbanks, manager for the Edmonton branch house International Harvester Co., has been elected president of the Edmonton Automobile Club.

The Southern Alberta Hardware Co., Burdett, a concern handling hardware and farm equipment, recently sold out to R. Ostrum and O. W. Larsen.

E. J. Benedict, Regina, Canadian sales agent for the Emerson-Brantingham Implement Co., was a visitor to Brandon Fair and tractor plowing demonstration.

I. J. Haug, manager of the Canadian Avery Co., Winnipeg, closed his desk for a day or two and slipped up to Brandon to see the Fair. "Some Fair, that," said I. J.

Early in the month, our old friend, Geo. Matheson, the implement dealer at Craik, paid a visit to Winnipeg. Mr. Matheson reported trade good in his territory.

M. J. Carrothers, manager for the Advance-Rumely Co., at Winnipeg, and P. Arnot, manager at Regina for the same organization, were in attendance at Brandon Fair.

The International Harvester Co., of Canada, has appointed A. W. Wallace, manager at Winnipeg, as registered agent of the company for the province of Manitoba.

We regret to note that Posey & Yocum, implement dealers at Seven Persons, suffered a considerable fire loss by a conflagration that swept part of the town recently.

Johnson & Sullivan, International dealers at Nemiskam, have opened a fine garage 48x80 feet. They will handle Chevrolet cars and a line of automobile accessories.

The firm of Potter & Radebaugh, automobile dealers at Wynyard, has had a change in name. The firm is now working under the heading of Potter & Moffatt.

D. B. Macleod, sales manager of the John Deere Plow Co., Winnipeg, accompanied by R. Cochrane of the Deere organization, were visitors to Brandon during Fair week.

David Drehmer, secretary and manager of the John Deere Plow Co., Winnipeg, accompanied by Mrs. Drehmer, recently spent a few days vacation at Detroit Lakes, Minn.

E. J. Thielke, of the tractor department of the Rock Island Plow Co., Rock Island, Ill., was in attendance watching the Rock Island Heider tractors perform at Brandon.

The implement firm at Wolseley, known as the G. H. Hurlburt Co., Ltd., has had a change in name. It is now owned by G. H. Hurlburt only, who will carry on the concern.

C. J. Brittain, manager of the Canadian Fairbanks-Morse Co., Winnipeg, recently returned from a five weeks vacation spent in the coast cities. He was accompanied by Mrs. Brittain.

The Dominion Sewing Machine Co., 80 Lombard St., Winnipeg, has been authorized to change the name of the company to the Dominion Sewing Machine & Phonograph Co.

H. F. Anderson, western manager of the Tudhope-Anderson Co., Winnipeg, recently returned from a business trip to Saskatoon and Regina. While away he took in the fair at the latter city.

H. W. Millar, who has been cashier for the International Harvester Co. branch at Lethbridge for some years, has been transferred to Weyburn. He is succeeded by W. B. Irwin of Edmonton.

The Wilcox-Bennett Carburetor Co., Minneapolis, will spend $15,000 on a two story factory, 66x156, at 1020 Ramsey St. It will be brick and used in the manufacture of the Bennett kerosene carburetor.

Joseph D. Oliver, president of the Oliver Chilled Plow Works, South Bend, Ind., recently completed his fiftieth year with the company. The Oliver company was established in 1853 by his father, the late James Oliver.

F. C. Smith, International Harvester Co., Chicago, Canadian credit manager for the harvester organization, was a recent business visitor to Western Canada. Mr. Smith was on hand at the Brandon light tractor plowing demonstration.

E. H. Palmer, general manager of the Sawyer-Massey Co., Hamilton, Ont., was a recent visitor to the west. He was in attendance at the Brandon Fair, where his company put on a large exhibit. A. Robinson, manager at Winnipeg, was also at the Fair.

James McEwen, the implement dealer at Togo, has sold out his lumber business to the Northern Lumber Co. Mr. McEwen will in future concentrate his efforts on his hardware and implement business at that point in Saskatchewan.

In a fire that did a deal of damage to Newdale, the following business men suffered through fire loss and damage to their stocks: John Blackie, harness dealer; Theo. Cochrane, implement dealer, and C. A. Congden, implement dealer.

E. A. Mott, western general manager of the Cockshutt Plow Co., accompanied by J. P. Minhinnick, manager of the Manitoba branch of the company, along with a number of salesmen, were in attendance at the Brandon light tractor plowing demonstration.

The E. G. Staude Manufacturing Company, St. Paul, has announced the appointment of Allen E. Woodall as advertising manager. He succeeds A. G. Furber, who becomes division sales manager. Mr. Woodall has been in the advertising business for more than ten years.

C. M. Larsen, sales manager of Gutta Percha & Rubber Ltd., Winnipeg, recently made a combined business and pleasure tour of the West. He visited Regina, Calgary, Lethbridge and Banff, and was accompanied by Mrs. Larsen, who went West from Banff to visit in the coast cities.

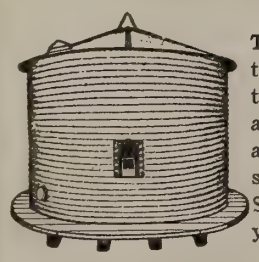
Among members of the J. I. Case Threshing Machinery Co., organization present at the Brandon light tractor plowing demonstration were: E. J. Gittens, vice-president, Racine, Wis., and M. J. Rutledge, divisional manager, also of Racine; J. H. Redden, manager, and L. J. Mumford, represented the Winnipeg branch of the company.

Associated Implements, Ltd., Winnipeg, a concern organized for the purpose of co-operative buying by farmers and dealers,

(Continued on page 20)

MAX

Portable Corrugated Granaries
BRING DEALERS
BIG, PROFITABLE BUSINESS



Twelve years' experience in building granaries for the West Canadian trade, assures dealers a product that will give satisfactory service. MAX Granaries are made in two sizes—850 and 1,000 bushels. Proof against fire, lightning, vermin and damp. Durable, strong and low in price. Shipped knocked down. Send your probable demand NOW, and let us quote you.

WRITE US TO-DAY FOR OUR LIBERAL AGENCY OFFER

Winnipeg Ceiling and Roofing Co., Limited
Manufacturers of Sheet Metal Building Goods and Farm Specialties
P.O. Box 3006 F.I. 4 Winnipeg, Man.

WHEN THE GRAIN IS UNLOADED

And the long way home lies ahead. It's then that one of our spring seats appeals to your customers. A light, springy seat that will carry 600 lbs. with ease. Low set; gives full protection from the wind and complete control of team. Order your stock NOW.

The Wagon Loaded

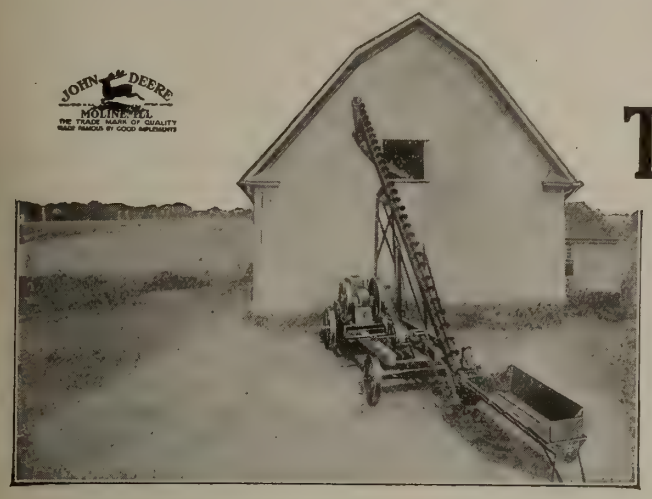
EVERY FARMER IS A PROSPECT FOR

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEATS

Going Home

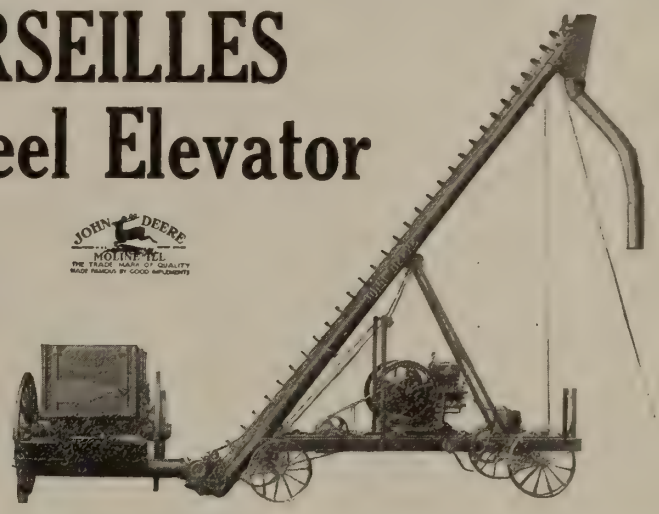
MANUFACTURED AND GUARANTEED BY THE

WAWANESA WAGON SEAT COMPANY
WAWANESA, MANITOBA.



The MARSEILLES Tubular Steel Elevator

Another labor-saving device which makes the Farmer independent of the Elevator or Track Warehouse



The above cuts give you some idea of the **Marseilles Elevator** and its adaptability. The Marseilles is the only machine of its kind offered the trade. The main elevator is tubular---20-ft. section being made of well casing 6¼ inches in diameter (inside) and 3/16-inch in thickness, hence is **practically indestructible.**

Will elevate into cars or granary all kinds of grain such as Wheat, Flax, etc.

We Stock:
No. 13 Cook Trucks
6ft. 8in. track

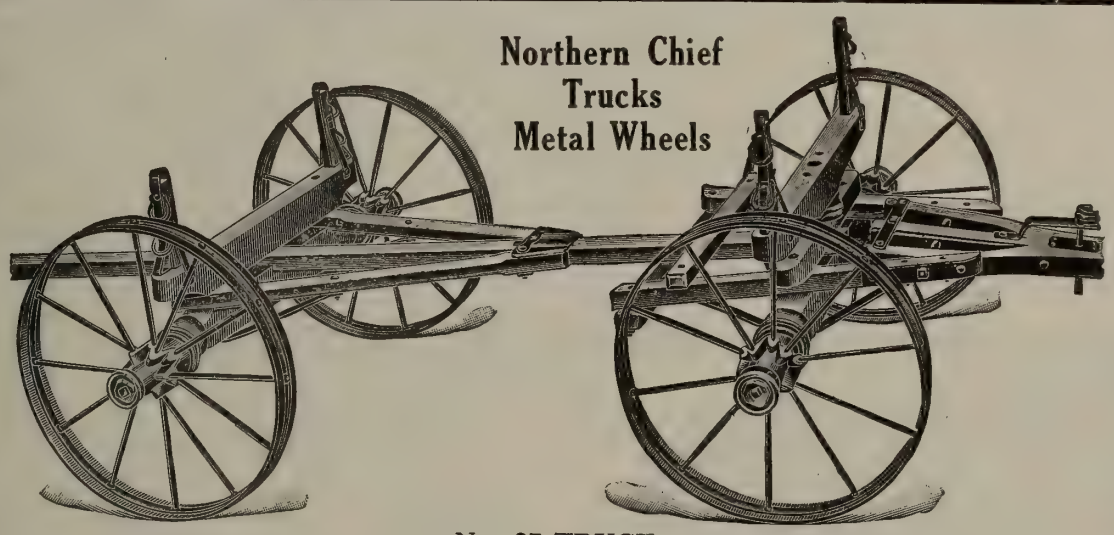
No. 15 Truck
3¼ by 10-inch skein;
Tire 5-inch
Wheels 28-34

No. 22 Truck
3x9 skein. Tire 4-in.
Wheels 28-30

No. 27 Truck
3¼x10 skein. Tire 4-in.
Wheels 28-34

ALL GROOVED TIRES

Northern Chief Trucks
Metal Wheels



No. 27 TRUCK

No. 35 Truck
3¼x10 skein. Tire 4-in.
Wheels 28x34

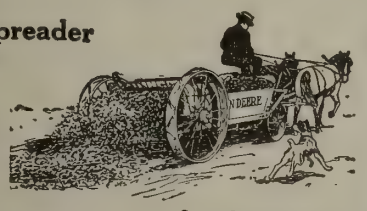
"Common-sense" Trucks
3¼ skein. Wheels 36-44
Tire 3-in.

"Universal" Farm Gear
3¼ skein. Wheels 40-42
Tire 3-in.

The "Common-sense" and "Universal" are equipped with wood wheels.

John Deere Spreader

The Spreader with the Beater on the Axle



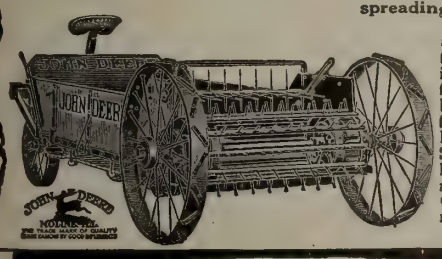
Mounting the beater on the axle simplified the construction, eliminated troublesome parts and made possible a successful low-down spreader with big drive wheels. There are no shafts to get out of line, no chains to cause trouble, and no clutches to adjust. The only spreader with beater and beater drive mounted on axle.

Low down, with big drive wheels out of the way. Easy to load.

Revolving rake, driven by manure moving toward the beater—no bunching of manure. Ball bearing eccentric apron-drive—a new and exclusive driving device.

Makes uniform spreading certain.

Wide spread attachment for spreading seven feet wide can be furnished for the John Deere Spreader. No chains nor gears. Quickly removed.



Mr. Dealer:

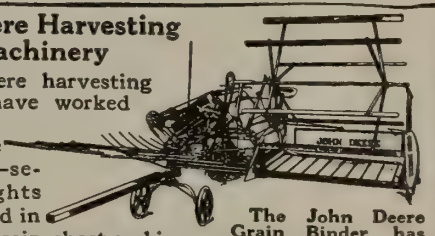
Now is the time to plan your orders for the necessary Trucks, Wagons, Elevators, etc. to handle the crop, and, as usual, we are offering you something different to what the other fellow has.

For instance—the Marseilles Elevator and the Deere Spreader with the Beater on the Axle.

"THE DEERE BINDER THE BETTER BINDER"

WE HAVE THE GOODS ON HAND

John Deere Harvesting Machinery



John Deere harvesting machines have worked under every possible condition—severe droughts that resulted in much light grain, short and irregular straw—extremely wet seasons, heavy grain, down and tangled.

However, the John Deere, "The Better Binder", has throughout maintained an unbroken record of success in cutting, binding and tying grain.

The John Deere Grain Binder has wide and high bull wheel—great power.

Main frame riveted—unusually strong.

Three packers instead of two, make better shaped bundles and save grain.

Accurate tying mechanism.

Quick turn tongue truck saves time, relieves horses and makes square corners and full swaths possible.

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

(Continued from page 18.)

recently applied to the Public Utilities Commission at Winnipeg, for permission to sell preferred shares in the company. C. G. Stewart, Winnipeg, is president, and J. H. McConnell, Hamiota, vice-president of the company.

John Muir, general manager of the Goold, Shapley & Muir Co., Brantford, Ont., accompanied by W. J. Muir, collection manager of the company, paid a visit to the Brandon plowing demonstration. Other gentlemen in the Goold, Shapley & Muir organization we observed were: T. R. Scott, western manager, Calgary, C. W. Northcott manager at Regina, and A. J. Britton, manager at Winnipeg.

N. A. Wiff, sales manager of the Minneapolis Threshing Machine Co., Hopkins, Minn., was a recent visitor to Winnipeg. Mr. Wiff was completing an extended tour during which he covered Kansas, the Dakotas, coming north to Calgary and Regina and proceeding home via Winnipeg. Mr. Wiff reports the factories at Hopkins busy turning out small tractors to supply an unprecedented demand.

Don't wait—order early!

Farm Machinery Shipped by Inland Water Route

In order to solve transportation difficulties in the United States, the water transportation lines are making an effort to expedite deliveries of farm machinery.

The opening of Mississippi river navigation to Minneapolis, has been made with the shipment of four barge loads of plows from The John Deere Plow Co. factory at Moline, to the Deere & Webber Co., Minneapolis. Cranes were provided for unloading the cargoes expeditiously. Careful watching of the time and costs of handling this shipment will be made in order to establish how it compares with rail shipments.

Eastern Canadian Tractor Demonstration

The third Tractor Farming Demonstration will be held at the Industrial Farm, Toronto, on September 18, 19, 20 and 21. Over sixty-five manufacturers of tractors, tractor accessories, and tractor implements are on the entry list, which includes all the leading tractor concerns of the United States and Canada. Among the many concerns who will demonstrate tractors, plows and implements are the following well-known companies:

Avery Co., J. I. Case T.M. Co., Hart-Parr Co., International Harvester Co., Rock Island Plow Co., Sawyer-Massey Co., Aspinwall-Canadian Co., Cockshutt Plow Co., John Deere Plow Co., Goodison Thresher Co., R. A. Lister Co., Macdonald Thresher Co., Massey-Harris Co., Duane Nash. Inc. Ont. Wind Engine & Pump Co., Waterloo Manfg. Co., Geo. White & Sons, etc.

Full information and entry forms may be secured from the Third Tractor Farming Demonstration, 8 Wellington East, Toronto.

A New Cultivator

The International Harvester Co. has recently placed on the market a new type of cultivator, known as the International No. 4, pivot-axle cultivator. This cultivator which is primarily intended for corn cultivation, combines the shifting gang frame with its pivot axle construction. The operator sits with his feet resting comfortably on two foot pedals. The only exertion necessary to dodge hills of corn out of line or to clean the weeds out of crooked rows is to press slightly one or the other of these pedals. This action pivots the wheels and swings the gangs sidewise simultaneously. The shovels remain constantly parallel and always cutting their full width. It is claimed by farmers who have used it that the machine is very easily operated.

Some Automobile Order

It is reported that a Lethbridge automobile dealer has ordered a million dollars' worth of automobiles for the Southern Alberta trade, mostly to farmers. While we know that Southern Alberta is in a very prosperous condition, it would seem that when dealers can whack up automobile orders to that extent, credit business in the implement line should be restricted to zero in that territory. If comparative luxuries can be paid for, so should the essential tools of the farmer.

Sewing Machine Co. in New Quarters

The Dominion Sewing Machine & Phonograph Co., 80-82 Lombard Street, on August 15 will remove to new offices and showrooms at 300 Notre Dame Ave., Winnipeg, corner of Notre Dame and Princess St. This new location is right in the heart of the wholesale district, and will be a very convenient location for agents of the company visiting the city.

All agents are cordially invited to pay a visit to the new quarters of the company when next they visit Winnipeg. They will find the new offices an admirable central point from which to visit the various implement wholesale concerns. Manager Shaffer reports that the old premises on Lombard Street, will be retained as a warehouse for the company's lines. In the new showrooms a full display of "Dominion" Sewing Machines and "Viola" Phonographs will be on view. The company report a great increase in business through their many agents in western territory, greatly increasing that of any previous year.

Long credits and the buffalo were common in the early days. But the buffalo is almost extinct, while credit ???

EXTRAS FOR HARVEST TRADE

Mower and Binder Repair Woods

PITMANS—REEL FANS—REEL ARMS
TONGUES—CANVAS SLATS

Mower and Binder Knives

SECTIONS—GUARDS—PLATES—HEADS—BOLTS
CHAIN BELTING PITMAN BOXES

Binder Canvases

GRAIN TANKS WATER TANKS
EVENER SETS FOR ALL USES—PLOW SHARES

Write us for Prices Ask for Catalog No. 4

D. Ackland & Son, Limited

Calgary
Edmonton

TRADE D&S LTD MARK

65-68 Higgins Ave.
Winnipeg

Bugee in New Position

J. J. Bugee has recently joined the Nebraska Moline Plow Co.'s organization. For the last year he has been special wagon man for the International Harvester Co. out of Des Moines, Quincy and Davenport. He was formerly with the Rock Island Plow Co. at Rock Island, Ill., where for six years he was in charge of the jobbing export trade.

Mr. Bugee is an old-time Moline Plow Co. man, having started the Omaha branch back in 1896. After four years service in that territory he was transferred to the management of the Canadian Moline Plow Co., Winnipeg. In the Canadian West Mr. Bugee has many friends who will be glad to learn of his return to his old firm. Mr. Bugee was twice manager at Winnipeg for the Moline organization, having originally opened the Winnipeg branch of the plow concern.

Shortage of Goods in Scotland

In Western Canada the dealer is well aware of the difficulty in getting goods, but he is not alone in that respect. We reproduce herewith an advertisement by a farm machinery firm in Inverness, Scotland, as displayed in the "Northern Scot," which shows how dealers in the Old Land are affected. The advertiser — the Rose Street Foundry and Eng. Co., Inverness, Scotland, explains to its customers as follows:

BINDERS

"In view of uncertainty of steamer transport, Farmers desirous of securing one of the popular "McCormick" or "Deering" Machines should order now before our stock is sold out."

Bull Tractor Co. in Merger

Announcement was made recently of a merger of the business of the Bull Tractor Co. of Minneapolis, and the Whitman Agricultural Co., of St. Louis, under the title of the Whitman Bull Tractor Co., with headquarters in St. Louis.

The plant of the Whitman company in St. Louis will become the manufacturing headquarters for the Bull tractor. Since the organization of the Bull company, the Bull tractors have been manufactured under contract at the plant of the Minneapolis Steel & Machinery Co. The new company expects to produce 10,000 tractors within the next year.

The new concern has a capital stock of $2,700,000. The officers are: President, P. J. Lyons, former president of the Bull Tractor Co.; vice presidents, H. L. Whitman, Sr., Paul H. Knoll and James W. Lyons; secretary and manager of foreign sales, H. L. Whitman, Jr.; treasurer, Lawrence W. Pierce. Mr. Knoll, who is now secretary of the Bull company, will remain in Minneapolis in charge of the new company's trade in the Northwest and Canada. The Whitman company was organized in 1870 and the Bull company was organized in 1914.

More Pumping and Sanitary Equipment Could be Sold

Pres. Marnoch, of the Lethbridge Board of Trade, in a recent address stated that merchants in Southern Alberta could have shown more interest than has been the case in the sale of drilling apparatus, pumping outfits, piping, sinks, baths, closets and materials for sewage disposal to farmers and their wives. They are all able to afford these comforts now, said Mr. Marnoch, and they are undoubtedly open to buy them if they are brought to their notice with anything like the assiduity that is displayed, for instance, by the automobile agents.

Proposed Stamp Taxation in U.S.

In the war revenue bill approved by the U.S. Senate, provision is made for stamp taxes in the following: Bonds of indebtedness, parcel post packages, capital stock issue, capital stock sales, produce sales or exchange, drafts, checks, promissory notes, bank checks, drafts or certificates, conveyance deeds; entry of goods at custom house, steamship tickets, power of attorney and playing cards.

Honor to De Laval Ad. Man

Geo. B. Sharpe, advertising manager of the De Laval Separator Co., has been elected president of the Advertising Club of New York. H. H. Charles, president of the Charles Advertising Service, has been made a director.

"BULL DOG" LONDON Concrete Mixer

Capacity 50 cubic yards per day. Price $357.50 complete with gasoline engine. Pays for itself in 20 days' use. Built to last a lifetime. Send for catalog No. 1 B.

Agents Wanted in all Unoccupied Territory

LONDON CONCRETE MACHINERY CO.
Dept. K, LONDON, ONTARIO
World's Largest Manufacturers of Concrete Machinery

Happy Farmer Tractors

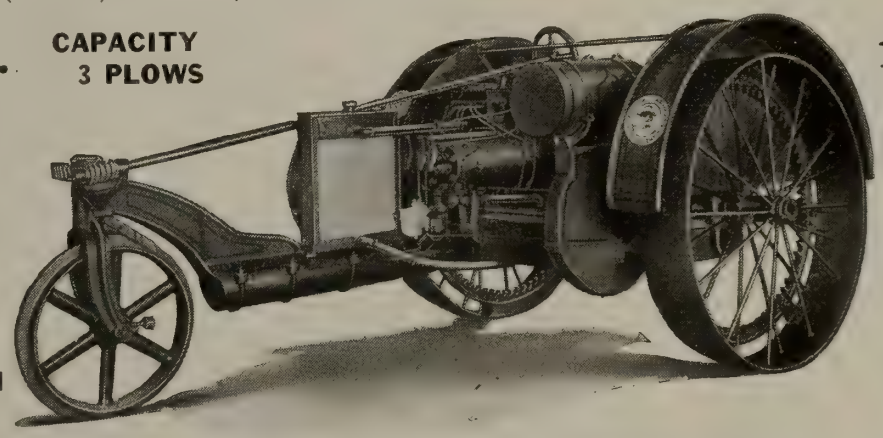
READY FOR THE BIG FALL DRIVE

At the Brandon Light Tractor Plowing Demonstration the "Happy Farmer" Model B, 12-24 h.p., finished first out of 23 tractors. Using a 3-bottom plow, at 6½ inches deep, it plowed an acre in 45 minutes. Speed 2¾ miles per hour. Fuel cost (kerosene) for the acre, 31 cents.

8-16 H.P.
$1050
F.O.B. Winnipeg
5% DISCOUNT FOR SPOT CASH

Capacity Two Plows Drawbar Pull 1500 Lbs.

CAPACITY 3 PLOWS



12-24 H.P.
$1425
F.O.B. Winnipeg
5% DISCOUNT FOR SPOT CASH

Capacity Three Plows Drawbar Pull 2000 Lbs.

The Light Tractor Sensation of the Year

The 12-24 h.p. uses kerosene in the best kerosene-burning engine ever designed. No water with fuel. Twin cylinder, cast en bloc 4-cycle engine. HYATT ROLLER BEARINGS THROUGHOUT. Atwater-Kent ignition. Perfect mechanical lubrication. Turns square corner, either right or left. Stands alone for simplicity of design, self-steering qualities, economy of operation, surplus power and easy operation. Does more and better work—at lower cost—than any other tractor of equal rating.

Happy Farmer Tractors Carry a Real Guarantee

Every tractor warranted made of good materials and in a thorough, workmanlike manner. Under favorable conditions, and properly operated, Model A delivers a constant drawbar pull of 1,500 lbs. and Model B 2,000 lbs. Should any parts of either Model (except electrical parts) prove defective within a year from purchase of tractor, on account of inferior material or workmanship, and such parts are returned to factory at La Crosse, Wis., they will be replaced free of charge.

We also handle Huber Separators and Power Lift Disc and Moldboard Engine Plows.
Get the Agency for these Lines. We have the Goods on Hand.

J. D. Adshead Company, Limited

References: Bank of Montreal

225 Curry Block (OPPOSITE POST OFFICE) Winnipeg, Man.

Brandon Light Tractor Plowing Demonstration

Big Line-up of Entries: Great Attendance

On the opening day of the second light tractor plowing demonstration at Brandon Fair, Tuesday, July 17, as a figure against the sky-line dropped a flag, 20 tractors simultaneously started up their long furrows in a staked field. These represented machines from 15 different tractor companies and 7 plow concerns. Some concerns had one machine, some had two, the plot allotted being commensurate with the number of the outfits demonstrated, and the number of bottoms pulled. It was some sight beneath a blazing sun to see the 20 machines get away. In the dusty field the plows soon made one think of battle smoke. During the three days of the demonstration, it is safe to say that over 12,000 visitors watched the tractors at work. The demonstration took place on the farm of Robert Park, about two miles west of the Fair Grounds, a jitney service being arranged to bring visitors back and forth from the south gate of the grounds. The light tractor plowing demonstration this year quite eclipsed that of 1916, and the event should become better yearly as its value becomes more evident to manufacturing concerns. As one watched the tractors at work and the intense interest manifested in the demonstration, he realized that no feature at any fair has inspired the farmer more vividly than these tractor plowing demonstrations. On every side the keen absorption of the farmers in the tractors and plows shown, their questions and criticism, their rapid fire of pertinent inquiries, showed that every farmer now regards the small tractor just as much a fixed part of the equipment of the average farm as the grain binder. It is not too much to say that the coming of the kerosene tractor is the coming of a new era in farming—an era that will lessen the labor and cut down the labor cost of farming. Man shortage and the necessity for power made the farmers of the West, as never before, take an interest in the possibilities of the tractors, every one of which was doing its bit upon kerosene as fuel. In their tents upon the plowing grounds several of the large concerns made visitors to the demonstration comfortable. The cool shade was welcome, for the heat was intense, and the presence of nice cool cans of butter-milk was a feature which we greatly appreciated. The ladies were also present, and we would suggest that one of the measuring sticks distributed by the International Harvester Co. be supplied a policeman at the gate to determine the proper length of skirts for entry to the plowing field at next year's demonstration.

While speaking of next year's demonstration, it might be that some alteration could be made in the hours during which the demonstration is held. This year plowing took place from 10 a.m. to 12 noon. Many of the special trains which bring visitors to the Fair daily do not arrive in Brandon until about 11 o'clock, with the result that many who visit the fair for a day only are too late to see the tractors in action. This should be avoided.

Educational Value Great

The educational value of these light tractor plowing demonstrations at Brandon cannot be overestimated. The practical questions asked by visitors about the cost, upkeep and operation of the machines show that farmers are alive to the possibilities of the light-weight kerosene tractor. While many sales are reported as a result of the demonstration, the various tractor and plow concerns are well satisfied with the demonstration, merely as an educational campaign. They were inspired not by the hope of immediate sales, but with the idea of building for the future. Throughout the entire demonstration the quality of plowing done was good, the field being a sandy loam in summer-fallow. We might suggest that, if it be possible, an alteration to the rules should be made for future years. All outfits entered should be compelled to plow at a given depth, as under the present conditions a tractor pulling only two bottoms may be actually turning over more square inches of soil than a 3-furrow outfit plowing at a lighter depth. We want better cultivation — and deeper plowing is essential. Let all the tractors adhere to a given depth, and be kept at that depth, and the value of the demonstration will be correspondingly increased for the farmer.

During the three days, or six hours' plowing, of the demonstration, approximately 67 acres were turned over by the outfits. The field was undulating, which gave visitors an idea of what the outfits can do on hilly ground. Some concerns had a little trouble with scouring, but the work of the plows throughout showed that the manufacturers of the light tractor plow have kept apace in every respect with the development of the light tractor. As was the case last year, a few outfits made speed a feature, which is to be deprecated, since these demonstrations are meant to give the farmer an idea of what can be done under actual working conditions, and at an average speed. This speed question might also be attended to at the next year's demonstration.

Location of Outfits

Draws were made for the location of the various outfits so that no entrant could be shown any favoritism in relation to location. During the first day's plowing, June 17, proceeding from the east side of the field, the concerns were met in the following order:

George White & Sons, Brandon; Goold, Shapley & Muir Co., Winnipeg; R. A. Lister Co., Winnipeg; J. D. Adshead Co., Winnipeg; J. I. Case T. M. Co., Winnipeg and Brandon; Canadian Avery Co., Winnipeg; International Harvester Co., Brandon; Huber Manufacturing Co., Brandon; Sawyer-Massey Co., Winnipeg; Waterloo Manufacturing Co., Portage la Prairie; Emerson-Brantingham Co., Regina; Western Canada Auto Tractor Co.,

Lister Threshing Outfits

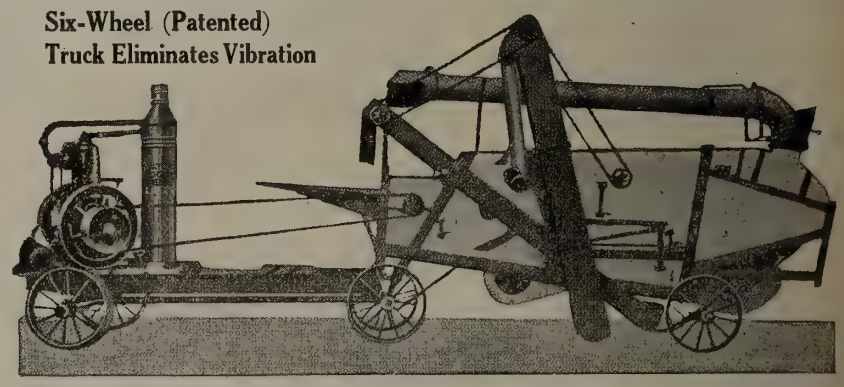
The Combination Your Customers Want

Made in Two Sizes { 22 x 32 Separator; 7 to 12 H.P.
26 x 38 Separator; 14 to 17 H.P.

A strong, serviceable combination outfit at a reasonable price. Cleans the grain ready to market. Two men operate it with ease. Supplied with or without bagger, tailings elevator, straw carrier or blower. Driven by the famous Lister engine. The Lister 26 x 38 is the best separator made for light tractor drive.

Dealers: Send Your Orders. We Ship Promptly

Six-Wheel (Patented) Truck Eliminates Vibration



PEORIA KEROSENE TRACTORS SUIT THE AVERAGE FARM

10-20 H.P. Self-steering; Pull three 14-inch Plows; Drive a 26-inch Separator

Sturdy 3-wheel design. Perfectly balanced 4 cyl. engine, 3¾x5 in.; especially designed for low-grade fuels. Cut steel transmission gears in oil bath. High-grade magneto. Stromberg carburetor with air cleaner. Accessible design. Weight 4,000 lbs. Get the agency for this tractor.

THE LISTER LINE INCLUDES: Gasoline Engines, Tractors, Grain Grinders and Crushers, Electric Lighting Plants, Churns, Pumps, Ensilage Cutters, Milking Machines, Cream Separators, etc., etc.

R. A. LISTER & COMPANY, LTD.

WALL STREET, WINNIPEG

ST. JOHN, N.B. TORONTO QUEBEC

Brandon Plowing Demonstration

JULY 17-18-19, 1917.

Massey-Harris 16-32 — Pulling 5 Bottom Cockshutt Eng. Gang

J. I. Case 9-18 — Pulling 3 Bottom Case Engine Gang

Avery 12-25 — Pulling 4 Bottom Avery Engine Gang

Good Shepherd Motor 16-32 Pulling 5 Bottom Cockshutt Eng. Gang

Meiser 12-24 — Pulling 3 Bottom Cockshutt Eng. Gang

Meiser 12-24 — Pulling 3 Bottom Rock Island Engine Gang

Waterloo 10-20 — Pulling 3 Bottom (14 inch) Case Plow

J. I. Case 12-25 — Pulling 4 Bottom Grande De Tour Eng. Gang

Waterloo Boy 12-24 — Pulling 3 Bottom John Deere Eng. Gang

Meiser 9-16 — Pulling 2 Bottom Rock Island Eng. Gang.

Moose Jaw; Waterloo Kerosene Tractor Co., Winnipeg; Advance-Rumely Co., Winnipeg. The Minneapolis Threshing Machine Co. had also entered, but unfortutunately their tractor and plows did not arrive in time to participate in the demonstration.

Taking the outfits in the order named, the following are particulars of the individual entries on the first day of the demonstration:

Tractors and Plows Participating

George White & Sons, Co., Brandon—One "Allwork" Tractor, four-wheel, driving from two rear wheels; 12-25 h.p. Vertical 4-cyl. engine, 5 x 6 L-head type, Kingston kerosene carburetor, and Kingston H.T. magneto, with impulse starter. Two speeds. Cooling—pump, fan and Perfex radiator. Weight, 4,800 lbs. This outfit was pulling a 3-furrow, 14-inch, Cockshutt light tractor plow equipped with automatic power lift, raising and lowering power supplied by the land wheel. This plow is made for either two or three bottoms by the addition of a third beam and bottom, and is adaptable to any make of tractor. Stiff hitch permits backing.

R. A. Lister & Co., Winnipeg—This company demonstrated a 10-20 h.p. "Peoria" kerosene tractor, a three-wheel self-steering machine. Engine 4-cyl. 4 cycle, 3¾ x 5, running on kerosene. Special H.T. magneto; carburetor, Stromberg, with air cleaning device. Cooling—fan, pump and radiator. Weight, 3,950 lbs. Gear drive on 60 x 18 drive wheel. This tractor was pulling a 3-furrow J. I. Case power-lift plow, with quick lift attachment.

Goold, Shapley & Muir Co., Winnipeg—This company showed one of their 15-30 h.p. "Ideal" 4-wheel tractors. The engine is two-cylinder opposed type, 8 x 10 inches. Ignition—H.T. trip magneto. Double kerosene carburetors, with governor. Cooling system—automobile type, pump, fan and radiator. Double drive on 74-inch rear wheels. Special steering device. Weight, 3,000 lbs. The "Ideal" was pulling a 5-furrow Cockshutt engine gang plow with self lift and quick detachable shares.

The J. D. Adshead Co., Winnipeg, had in operation a 12-24 h.p. "Happy Farmer" tractor—a 3-wheel machine driving on two 56 x 10 rear wheels. Engine 2 cyl. horizontal, 5¾ x 7. Kingston kerosene carburetor. Atwater—Kent H.T. ignition. Pump, fan and cellular radiator cooling. Hyatt roller bearings. Weight, 3,700 pounds. This machine pulled a 3-furrow 14-inch plow, made by the J. I. Case Plow Works, with trip power lift and locking device for holding rear wheel rigid when backing.

The J. I. Case T.M. Co., Racine, Wis., and Winnipeg, had two outfits at work. The first was a Case 10-20 h.p. tractor, a 3-wheel machine, double rear wheel drive. Engine, 4 cyl. vertical, valve-in-head type, 4¼ x 6. Kingston gasoline—kerosene carburetor. Ignition — Kingston H.T., with impulse starter. Cooling — pump fan and cellular radiator. Plain and roller bearings throughout. Weight, 5,080 lbs. This tractor pulled a 3-furrow, 14-inch self-lift light Grand Detour small tractor plow with rigid hitch. The second outfit in operation was a Case 12-25 h.p. tractor, four wheels, driving double on rear. 2-cyl. opposed, horizontal, valve-in-head engine 7 x 7 inches. Kingston gasoline-kerosene carburetor. Ignition — Kingston H.T. with impulse starter. Thermo-syphon water circulation, fan and cellular radiator. Hyatt roller bearings on drive and front wheels. Weight, 8,995 pounds. The 12-25 Case pulled a Grand Detour plow, four 14-inch bottoms and equipped with high self-lift attachment.

The Canadian Avery Company, Winnipeg, demonstrated a 12-25 h.p. Avery tractor—a 4-wheel machine driving from two rear wheels. Engine—two cylinder, horizontal, opposed, valve-in-head type, 6½ x 7. Kingston double gasoline or kerosene carburetor. Ignition—K.W. H.T., independent magneto. Thermo-syphon cooling system; tubular radiator. Weight 7,500 lbs. This tractor pulled a 4-furrow Avery power-lift plow—a strong and serviceable design.

International Harvester Co., Chicago, Ill., and Brandon—The harvester organization showed two tractors at work, a 10-20 h.p. Mogul and a 10-20 h.p. Titan. The 10-20 h.p. Mogul is a 4-wheel machine, double drive on rear. Engine, single cylinder, 8½ x 12. Special kerosene-distillate carburetor. High tension magneto. Hopper cooled. Flexible chain final drive. Roller transmission and drive axle bearings. Weight 5,500 lbs. This machine operated a 3-furrow, 14-inch, Oliver light tractor plow, with self-lift device. The 10-20 h.p. Titan is also a 4-wheel tractor, driving from two rear wheels. Engine—horizontal two-cyl., valve-in-head type, 6½ x 8. Special kerosene mixer-carburetor. Ignition — H.T. magneto. Thermo-syphon water cooling. Chain final drive.

AVERY THRESHERS SAVE THE GRAIN

Sell Separators Backed by the Best, Proven Grain-Saving Records and Strongest Definite Guarantee given any Machine

"YELLOW KID" THRESHER. Built in sizes 19x30, 22x36 and 26x40 inch

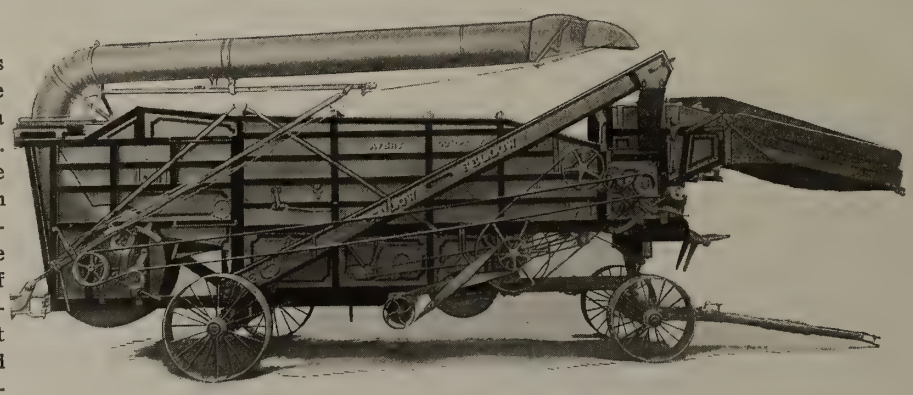
We guarantee an Avery Thresher to save 99 9-10 of the grain. We guarantee Avery cylinder teeth for life against breakage. You cannot sell a machine with more inbuilt value—Jumbo tool steel cylinder teeth with tempered wearing corners; the I.X.L. grain-saving separating device; double cone pulley belt guide; rubber feeder carrier; heavy slip tongue; compressed paper cylinder pulley, handy belt tighteners, heavy wind stacker fan, steel axles, special wind stacker, hoods, etc., etc.

A SIZE OF OUTFIT TO SUIT EVERY CUSTOMER

Eight sizes—19 x 30, 22 x 36, 26 x 40, 28 x 46, 32 x 54, 36 x 60, 42 x 64 and 42 x 70. Easiest to sell; do more and better work; lowest repair cost. Get descriptive catalog.

Special Reasons

There are four special reasons why an Avery Thresher gets the grain out of the heads—First, a long concave and grate surface. Second, concaves are adjustable both front and rear. Third, an adjustable grate behind the cylinder. Fourth, a moving grate underneath the beater. Because of this concave and grate construction an Avery Separator will get the grain out of the heads and also separate out the largest possible percentage of the grain from the straw right at the cylinder.



"YELLOW FELLOW" THRESHER
Built in sizes 28x46, 32x54, 36x60, 42x64, and 42x70 inch

Dealers: Ask for Avery 1917 Catalog and Commission Contract

The Agency for our Line means big, profitable business. Get the facts NOW on Avery Tractors, Threshers, Steam Engines and Plows. The Bull Dog Line will get—and hold—the trade for you. WRITE TO-DAY.

WESTERN CANADIAN DISTRIBUTORS—

CANADIAN AVERY CO., LTD.

WINNIPEG, MAN. REGINA, SASK.

The Automobile of the Furrow!

THE WESSAX TRACTFORD

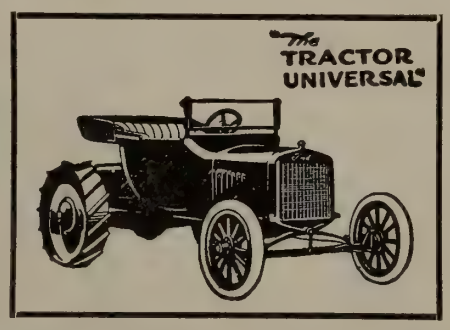
At Brandon Tractor Plowing Demonstration the Wessax Tractford easily pulled a John Deere Two-Bottom, Light Tractor Plow, 5½ inches deep

The Wessax Tractford, clamped to a Ford, produces the least expensive and most powerful tractor your customers can obtain. Does Four-Horse Work at One-Horse Cost. Saves the cost of Three Horses.

A WESSAX TRACTFORD AT WORK IN THE LAST GREAT WEST

Can be used for
Plowing
Cultivating
Spreading Manure
Pulling Binder
Road Dragging
Hauling
Stretching Wire
Hauling Grain
Handles any Four-Horse Implement

Pays for itself in a single season. Your customers take the Ford power plant—that is resting most of the time—and put it to work hauling, plowing, cultivating. They convert Ford speed into traction power and make the car earn its keep.



The speed of the Ford is reduced nine times and the drawbar power increased nine-fold. Attachment is fully guaranteed. Saves feeding three horses all year round for a few months' work. Saves veterinary bills, shoeing, care and housing.

TREMENDOUS SALES READY FOR LIVE DEALERS

Ask for the Tractford Catechism which answers all technical and practical queries. Let us mail you copies of what Tractford users report on this wonderful attachment. Every farmer cannot own a tractor, and many who have a Ford car have no tractor. Show them the way to bigger and more economical production---the Tractford way to increase profits on the farm.

ASK FOR FULL PARTICULARS AND AGENCY PROPOSITION

DELIVERIES AT ONCE. WRITE US TO-DAY

WESTERN ACCESSORIES, LIMITED

1459 ALBERT STREET, REGINA, SASK.

494 PORTAGE AVE. WINNIPEG, MAN.

SUMMIT ENGINEERING CO. 419 LOUGHEED BLDG., CALGARY

A. L. PETERSEN 10228 98th ST., EDMONTON

Weight, 5,525 lbs. The Titan 10-20 h.p. pulled a 3-furrow, 14-inch P. & O. Little Genius plow with self lift, high clearance and quick detachable shares.

The Huber Mfg. Co., Marion, Ohio and Brandon, had plowing a Huber Light Four Tractor, 12-24 h.p., a 4-wheel tractor with double drive in rear. Special steering device. Engine — Waukeska, 4-cyl. type, 4¼ x 5¾. Ignition—Remy L.T. magneto; Kingston carburetor. Cooling — centrifugal water pump and radiator. Roller and ball bearings. Weight, approximately 5,000 lbs. The Huber 12-24 was pulling a 3-furrow Cockshutt light tractor plow, with automatic power lift, high arched beams, stiff hitch and quick detachable bottoms.

The Sawyer-Massey Co., Hamilton, Ont., and Winnipeg, had two tractors in operation. The first was a Sawyer-Massey 10-20 h.p., a four-wheel machine with double drive on rear. Engine—Waukesha, 4-cyl. vertical, L-head type, cast in pairs, 4½ x 5¾. Wilcox-Bennett, kerosene carburetor. Ignition—K.W. high tension. Pump, fan and tubular radiator cooling. Ball and babbitt transmission bearings. Weight, 5,200 lbs. The tractor was pulling a 3-furrow 14-in. Cockshutt light tractor plow, with automatic power lift and stiff hitch. The second tractor was a 16-32 h.p. Sawyer-Massey, a 4-wheel tractor, double drive on rear. Engine—4-cyl. vertical, valve-in-head type, cast singly, 5¼ x 7 inches. Wilcox-Bennett kerosene carburetor. K-W high tension independent magneto ignition. Cooling — pump, fan and tubular radiator. Sight force-feed and splash lubrication. Weight, 11,000 lbs. The 16-32 h.p. pulled a 5-furrow 14-inch Cockshutt engine plow with power lift actuated by the land wheel, quick detachable shares and special break-pin arrangement.

The Waterloo Manufacturing Co., Waterloo, Ont., and Portage la Prairie, showed two "Heider" kerosene tractors. The first was a 12-20 h.p. machine, a four wheel type, driving from two rear wheels. Engine—Waukesha, vertical, 4-cyl., cast in pairs, 4½ x 6¾, L-head design. Kingston gasoline or kerosene carburetor. Ignition—Dixie H. T. magneto, with impulse starter. Cooling—pump, fan and cellular radiator. Ball transmission bearings. Friction speed charge. Weight, 6,000 lbs. This tractor pulled a 3-furrow, 14-inch Rock Island light tractor plow, with automatic lift, safety break pin and rigid hitch. The front furrow wheel lift is a feature on this plow. The second entry was a 9-16 h.p. Heider tractor, four wheels, double rear drive. Engine—Waukeska, vertical 4-cyl., 4¼ x 5¾ Kingston gasoline-kerosene carburetor. Dixie H.T. magneto with impulse starter. Cooling system as in the 12-20 Heider. Final friction drive. Weight, 4,000 lbs. This machine hauled a two-bottom 14-inch Rock Island engine plow, with self lift as above.

Emerson-Brantingham Implement Co., Rockford, Ill., and Regina, demonstrated a 12-20 h.p. E-B four-wheel tractor, double drive on rear. Engine—4-cyl. vertical L-head type, 4½ x 5. Bennett gasoline-kerosene carburetor. K. W. H.T. magneto, manual control. Cooling—pump, fan and cellular radiator. Roller bearings in transmission system. Weight, 6,500 lbs. This machine pulled three 14-inch Emerson self lift plows, either a two or three bottom outfit, with quick detachable shares. The second tractor was an E-B Big Four, 20-35 h.p., four-wheel machine. Engine—4-cyl. vertical, cast in pairs, 5 x 7, L-head type. Bennett gasoline-kerosene carburetor. Ignition—K-W magneto. Cooling—pump, fan and cellular radiator. Hyatt roller transmission bearings. The Big Four pulled a 5-bottom, 14-inch, Emerson plow with power hoist. This plow is raised by simply pushing a foot lever whether tractor is running or not, making a quick and effective lifting and lowering system.

The Western Canada Auto Tractor Co., Moose Jaw, showed one of their Staude Mak-a-Tractor attachments, coupled to a car. This frame, axle and gear reduction system is of strong design. A special water circulator was used for the car. This attachment pulled a 2-furrow 14-inch Cockshutt light tractor plow, with automatic power lift and rigid hitch.

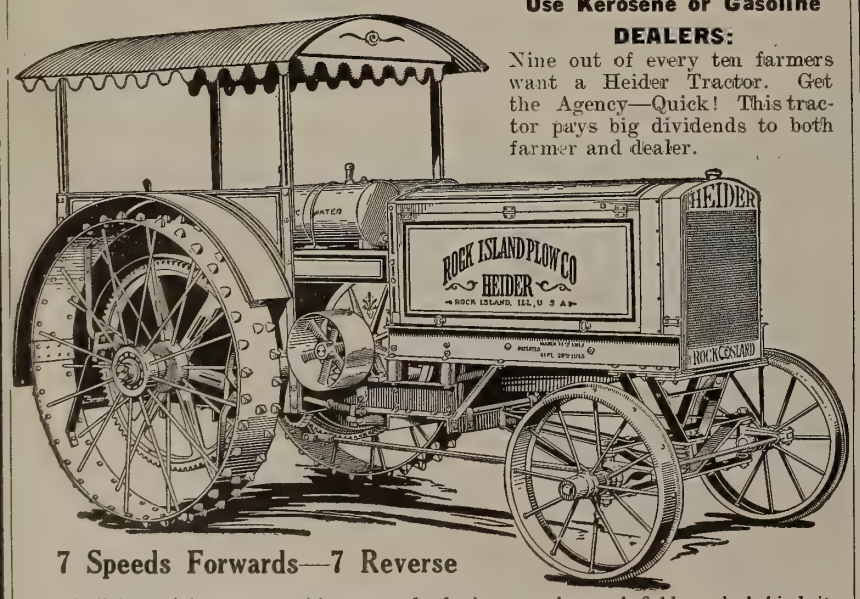
The Waterloo Kerosene Tractor Co. of Candaa, Winnipeg, had two tractors in the demonstration. The first was a Waterloo Boy, Model N, 12-25 h.p., a four-wheel machine, double drive on rear. Engine—2-cyl. horizontal, opposed, valve-in-head type, 6½ x 7. Schebler kerosene carburetor. Ignition—Dixie H.T., with impulse starter. Cooling—pump, fan and cellular radiator. Weight, 5,000 lbs. Roller bearings in transmission and drive axle. This tractor pulled a 3-furrow, 14-inch John Deere light tractor plow with quick detachable shares. With a high, level power lift attachment aided by both front wheels and a stiff hitch, this plow can be used with any light tractor, and can be

The Tractor the Farmers Followed

MODEL C 12-20 H.P. **HEIDER** MODEL D 9-16 H.P.

Use Kerosene or Gasoline

DEALERS:
Nine out of every ten farmers want a Heider Tractor. Get the Agency—Quick! This tractor pays big dividends to both farmer and dealer.



7 Speeds Forwards—7 Reverse

A light weight tractor with a record of nine years' actual field work behind it. The 12-20 h.p. Heider handles three plows under all conditions, and four plows under favorable conditions. The 9-16 h.p. Heider, on the same basis, pulls two or three plows. The 12-20 h.p. weighs 6,000 lbs.; the 9-16 h.p., 4,000 lbs. Engine sizes: 12-20, 4½ x 6¾; 9-16, 4¼ x 5¾. Both heavy Waukesha motors, Kingston carburetor, H.T. ignition with impulse starter; double drive on rear wheels; friction transmission; no gears to strip. Ask for full particulars and liberal agency offer.

Get our proposition on "Waterloo Champion" Separators, "Waterloo" Steam Engines, "Heider" Tractors and Rock Island Engine Plows.

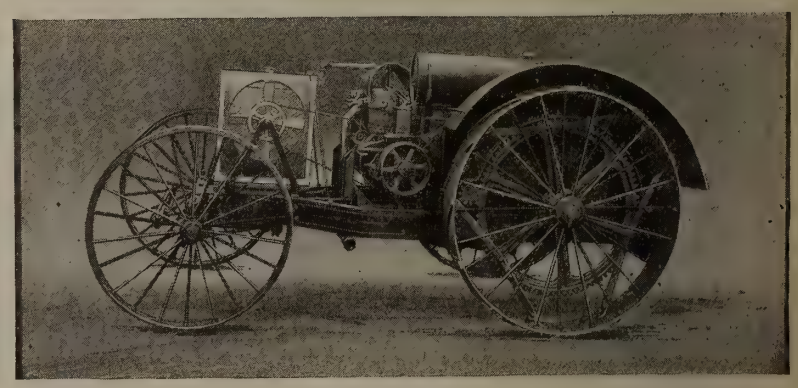
The Waterloo Manufacturing Co. Ltd.

Western Head Office: **Portage La Prairie, Man.**
Branch Offices: **Regina, Sask. and Saskatoon, Sask.**

DEALERS: Investigate this Tractor

THE **HUBER** Light Four

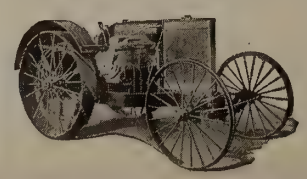
Pulls Three 14-in. Plows: Operates 24-inch Separator



A BUSINESS BUILDER FOR DEALERS

The HUBER "LIGHT FOUR" Tractor, at Brandon Plowing Demonstration, pulled three 14-inch plows, eight inches deep, using kerosene. This 12-25 h.p. tractor has a heavy duty 4 cyl. engine, 4½x5¾ in. Double drive on 60-inch wheels. Remy magneto; Kingston carburetor; Perfex radiator; force-feed lubrication; Bennett air cleaner and Hyatt Roller Bearings which eliminate friction. Transmission—straight cut steel gears running in oil bath. One clutch controls traction, belt and brake. Weight 5,000 lbs. Every farmer is a prospect for the Huber Light Four.

GET OUR AGENCY PROPOSITION FOR HUBER TRACTORS AND THRESHERS. WRITE TO-DAY.



The Huber Manufacturing Company

BRANDON MAN.

quickly transformed from three to two bottoms, or vice-versa. The second outfit was a Model R. Waterloo Boy, 12-24 h.p. 4-wheel tractor. Engine—2-cyl., horizontal, opposed, valve-in-head type, 6 x 7 inches. Schebler kerosene carburetor, Dixie H.T. magneto, with impulse starter. Cooling—pump, fan and cellular radiator. Babbitt bearings on transmission and drive axle. Weight, 4,800 lbs. This tractor pulled a 3-furrow, 14-inch John Deere light tractor plow of the same type as above.

The Advance-Rumely Co., La Porte, Ind., and Winnipeg, showed one of their 8-16 h.p. Advance-Rumely tractors, a machine with two wheels and drum, driving from front drum. In this machine a two-furrow, 14-inch plow was incorporated in the frame, the driving seat being located immediately behind the plows. The engine is a 4-cyl., vertical L-head type, 4 x 5½. Kingston dual gasoline - kerosene carburetor and Kingston H.T. magneto with manual control and impulse starter. Cooling—pump, fan and tubular radiator. Transmission has Hyatt roller bearings. Plows are operated by hand lift from driving seat above them.

The J. I. Case also demonstrated in the field a 9-18 h.p. Case tractor, a four-wheel machine weighing 3,770 lbs. This tractor had a kerosene engine, 4-cyl. vertical type, 3⅞ x 5. It was coupled by a special hitch to a Frost and Wood binder, while a special steering device and control system operated the tractor from the binder seat. The same tractor gave a demonstration of manure spreading with a Cockshutt low-down spreader.

Second and Third Day

During the second day's plowing the J. I. Case T.M. Co. showed a 9-18 h.p. Case tractor instead of their 12-25 h.p. machine. The 9-18 h.p. model pulled a 3-bottom Grand Detour plow with self lift attachment.

The balance of the tractors were the same and handled the same plows and number of bottoms as on the opening day.

On the last day the Waterloo Kerosene Tractor Co. pulled three and four bottoms with their tractors, while the Canadian Avery Co. plowed with both four and five bottoms. The Western Canada Auto Tractor Co. had a two-furrow John Deere engine plow hauled by their tractor attachment. A new demonstrator on the last day of the exhibition of plowing was Western Accessories Ltd., Regina, who plowed with one of their Tractford automobile attachments pulling a John Deere light tractor plow with two 14-inch bottoms. All the other entries were similar to those reported for the opening day of the demonstration.

From every standpoint the light tractor plowing demonstration at Brandon Fair this year was a conspicuous success, and next year we hope to see a still larger entry of tractors and plows. The value of these exhibitions to both farmer and dealer is immense, and they will do much to acquaint West Canadian farmers with the various light tractors and tractor plows upon the market. The officials in charge of the demonstration are to be complimented on the smooth running way in which the event was arranged, and the impartiality shown to the various entries for the demonstration. By drawing for the various locations the entries had simply to take what luck sent them, and every outfit whatever its location made a good showing.

Beatty Bros. Employees Own Foundry

The employees of the London branch factory of Beatty Bros. Ltd., Fergus, Ont., have done some great gardening at the Chelsea Green Greater Production Gardens. There are under cultivation 55 lots, 3,600 square feet each. At their London, Ont., plant, Beatty Bros., Ltd. are building a new foundry which will have moulding floors for 62 moulders. They are planning an output of 7,500 tons of castings the first year. The main feature of this foundry is that the stock is held by the head office employees, who in turn rent the plant to the firm who operate it, under the name of the Chelsea Green Iron Works.

Bankers are strong on the back-to-the-land campaign, but we wish some of 'em would give a practical illustration.

There's Going to be a Great Demand for

POTATO DIGGERS

Send Us Your Orders

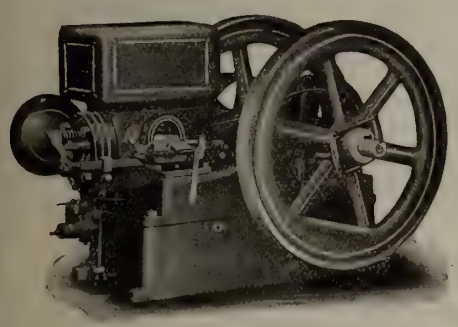
Aspinwall Potato Diggers

The Aspinwall No. 8 Elevator Potato Digger is a 6-foot 22-inch machine, equipped with Vine Turner and Kicker, like all Aspinwall diggers. This is especially useful in weedy fields or handling heavy vines. The Aspinwall is the best potato digger made—strong, serviceable, and light draft. Simple and powerful gear drive. Easy adjustment for depth.
Wheel Bands are supplied with all machines, for use in transporting machine to and from field. Four-horse hitch also supplied.

Dealers: Order Early and Ensure Delivery

WILLIAM EDDIE
FARM MACHINERY DISTRIBUTOR
284 JAMES STREET WINNIPEG, MAN.

THEY HELP THE FARMER FIGHT



JUMBO
Kerosene-Gasoline
ENGINES
BUILD BIG BUSINESS

A Size for Every Farm—3, 5, and 7 H.P.

JUMBO Throttling Governor oil engines are the cheapest, most dependable power you can sell your customers. Designed especially to use kerosene and cheap fuels, as well as gasoline. Develop full rated power on low-grade fuels. On strong iron sub-base; ignition, Webster magneto. No fuel pump required—steady and uniform feed at all loads. Throttling governor gives unvarying speed. Shipped ready to run.

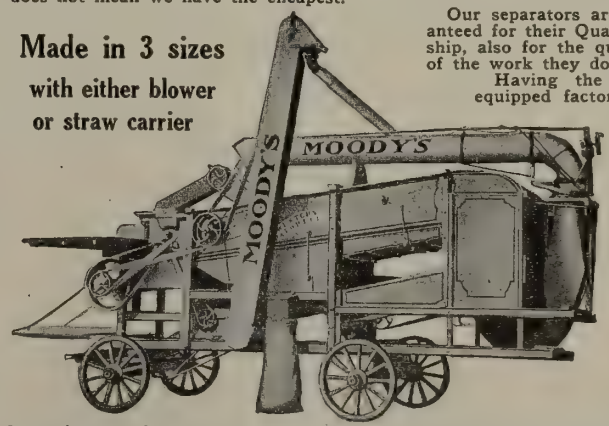
ASK THE NEAREST BRANCH ABOUT JUMBO ENGINES

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
WESTERN CANADIAN JOBBERS
Tudhope-Anderson Co. Limited
WINNIPEG REGINA SASKATOON CALGARY

THE NEW MOODY

The New Moody threshing machine, complete with engine, sells for less than some of the other separators without engines that do not have any more capacity than the Moody. The fact that we have the lowest priced machine on the market does not mean we have the cheapest.

Made in 3 sizes with either blower or straw carrier



Our separators are thoroughly guaranteed for their Quality and Workmanship, also for the quality and quantity of the work they do.

Having the largest and best equipped factory in Canada, and on account of our specializing on small threshers, we can sell them cheaper than our competitors.

We still have some vacancies open for live Agents only. You can double your sales by handling the Moody line of separator, coal oil and gasoline and throttling governor engines.

Note the weed seed bagger as shown in the illustration, which puts all the weed seeds in a bag separate from the grain.

Our separators are made in three sizes, viz.: 24 x 32 in., 30 x 36 in. and 30 x 40 inch, equipped with either wind stacker or straw carrier.

We have inquiries from every territory in Western Canada. Don't waste your time in looking up prospects, but sell the machine that the farmer wants right now.

MOODY OUTFITS MEAN MONEY TO THE DEALER

Don't wait, but write to-day for contracts, prices and so forth to

The New Home Machinery Co. Ltd. Saskatoon, Sask.
General Agents for Saskatchewan

Francoeur Brothers - Camrose, Alta.
General Agents for Alberta and British Columbia

Mitchell & McGregor, Ltd. - - Brandon, Man.
General Agents for Manitoba

Hart-Parr Building New Small Tractor

The Hart-Parr Co., Charles City, Ia., have developed a new type of small tractor, plans for the production of which contemplate 10,000 machines during the coming year. It is reported that the new Hart-Parr light tractor has many features of exceptional merit, while it has gone through the experimental stages and has been tried out for all classes of work. The company are now ready to begin manufacturing this tractor in quantity. It will be a 3-plow machine with a 2-cylinder, 4-cycle engine, especially designed for kerosene and low grade fuels.

As is usual with the Hart-Parr Co., all the parts of the new tractor will be made in the Charles City plant, the capacity of which has been greatly increased. The company now has facilities for handling 200 tons of steel daily and its erecting and machine shop facilities are practically unlimited as regards light tractor production.

Avery Employees Get Increase

Taking effect July 10 all factory employees of the Avery Co., Peoria, Ill., receive a ten per cent increase in their wages. This rise of one-tenth of the total salaries of all the factory employees will amount to something over $100,000 per year in the pay roll of the Avery company.

Bonus for Employees in Happy Farmer Plant

In order to bring the production of the Model B 12-24 h.p. Happy Farmer tractor up to one thousand this year, the Happy Farmer Tractor Co., La Crosse, Wis., will give to each factory hand now employed, or who shall hereafter be employed, who shall work steadily through to November 1st next, a bonus amounting to 10 per cent of his wages earned during that period. No employee shall be discharged except for cause. If any employee shall be conscripted, he shall be paid pro rata, that is, he will receive as a bonus 10 per cent of his wages earned up to the time he quits. This is, of course, to encourage steady and efficient work, and to offset the inducements being made elsewhere to attract the men away.

E. A. Rumely in New Company

Dr. Edward A. Rumely, formerly with the M. Rumely Company, predecessor of the Advance-Rumely Thresher Company, is one of the incorporators of the Super-Diesel Co., New York, a concern that has exclusive rights in the tractor and plowing engine field of the Junker's oil burning engine, a crude oil motor.

New Peoria Tractor Almost Ready

The Peoria Tractor Co., Peoria, Ill., reports that they are practically ready to place on the market their new tractor, which has many improvements over the existing model. The new type Peoria is a 12-25 h.p. machine, with 4½x6, four cylinders, valve-in-head motor, with extra large crank shaft and improved oiling system. The transmission has two speeds forward and one reverse, fitted throughout with roller bearings. It has two rear drive wheels and single front wheel, which permits right or left turning in 8½ feet radius. The fuel used will be kerosene, utilizing the McFarland K.M.C. carburetor and transformer. The weight of the new machine will be 4,600 lbs. The Peoria tractor is handled in Western Canada by the R. A. Lister Co., Winnipeg.

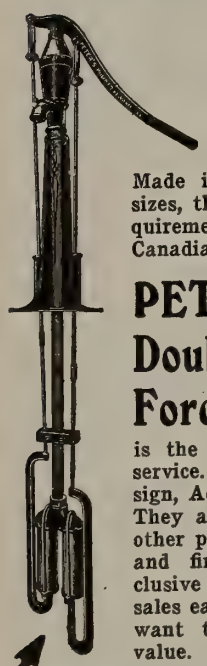
"Twin City" Briefs

George M. Gillette, vice-president of the Minneapolis Steel & Machinery Co., announces that hereafter the company will devote much attention to the manufacture of motors for tractors and trucks. It is their belief that a big demand for such motors will follow the close of the war.

Miss Mabel TenVoorde, who has had charge of the stenographic force in the sales and engineering department of the company, has been appointed successor to Hawley D. Lennon, as advertising manager and editor of The Bulletin.

The man who does not climb dies in the rut; he might better die in a trench.

PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "comeback." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

Synopsis of Canadian North-West Land Regulations

THE sole head of a family, or any male over 18 years old, may homestead a quarter-section of available Dominion land in Manitoba, Saskatchewan or Alberta. Applicant must appear in person at the Dominion Lands Agency or Sub-Agency for the District. Entry by proxy may be made at any Dominion Lands Agency (but not Sub-Agency), on certain conditions.

Duties—Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres, on certain conditions. A habitable house is required except where residence is performed in the vicinity.

In certain districts a homesteader in good standing may pre-empt a quarter section alongside his homestead. Price $3.00 per acre.

Duties—Six months' residence in each of three years after earning homestead patent; also 50 acres extra cultivation. Pre-emption patent may be obtained as soon as homestead patent, on certain conditions.

A settler who has exhausted his homestead right may take a purchased homestead in certain districts. Price $3.00 per acre.

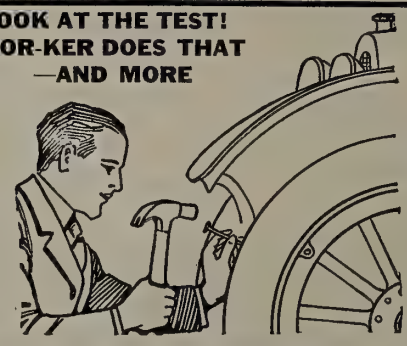
Duties—Must reside six months in each of three years, cultivate 50 acres and erect a house worth $300.

The area of cultivation is subject to reduction in case of rough, scrubby or stony land. Live stock may be substituted for cultivation under certain conditions.

W. W. CORY, C.M.G.,
Deputy Minister of the Interior.

N.B.—Unauthorized publication of this advertisement will not be paid for.—64388.

LOOK AT THE TEST! KOR-KER DOES THAT —AND MORE



Driving Nail Into Tire Treated with Kor-Ker Puncture Cure. This is the strongest proof any one can ask and will convince the most skeptical.

"Kor-ker" Puncture Cure

Cures Punctures. Prevents Blow-outs. Preserves Tires.

A scientifically prepared liquid which is pumped into the inner tube. Fills all holes instantly and permanently. Stops all punctures and slow leaks. Ask for dealer's booklet and particulars.

GET OUR SPECIAL OFFER TO DEALERS FOR THIS BIG SELLER.

KOR-KER SALES COMPANY, LIMITED
902 CONFEDERATION LIFE BLDG. WINNIPEG, MAN.

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:
Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.

The Portable Elevator a Labor-Saver

Unloading small grain with a portable elevator saves from twenty to thirty minutes to a load. Besides, the farmer rests while his team or engine does the work. It's a tiresome job to shovel load after load of grain, and the season for storing grain is often short. Portable elevators save time when time is valuable.

Getting hired help is a serious problem on the farm. There is usually a shortage of labor about harvest time. The farmer with a portable elevator has much less trouble securing help than his neighbor who has no elevator. At the same time, he can get along with less help.

The real reason for the tendency of the younger generation on the farm to leave is the extremely hard work that used to be connected with farming. The portable elevator, however, eliminates a good deal of this hard farm work. Even if they didn't save one cent in actual money, they would quickly pay for themselves by making farm work more pleasant.

When small grain is scooped, there is always more or less waste. With a portable elevator that is properly constructed, all of the grain is saved. This is another big advantage in favor of a good portable elevator.

The farmer now can use the power developed by his horses or his gasoline engine to do the work formerly done by manual labor. He must watch every penny of expense in planting, cultivating and harvesting his crop and every item he can save adds just that much to his net profit at the end of the season. To get his crop of grain into bins and cribs has heretofore been one of the big items entering into the cost of the farming business and an expense reduced to the minimum by a grain elevator.

The Value of Storage

The wide margin that almost always exists between the prices of grain at threshing time with those of the winter and spring months has in recent years proved conclusively to every farmer the value of storage room and elevating equipment. Quite often the factor that prevents farmers from storing their grain is the loss of time and the labor involved. In recent years, however, the perfecting of farm elevator machinery eliminates these two objections at a small expense and has provided a means for the farmer to take advantage of the best market conditions.

One of the most important things to be considered in grain elevators is the length or height required for the elevator. The shorter the elevator to fill a certain bin, the less power is required to do the work; also there is a substantial saving in the expense of building.

In the Rush Season

When the acreage of small grain is large, it means a rush at threshing time for the crews to get around to serve everybody. Every means to save time will count. With the wagons filling from the separator it is important that they be able to dump fast and return.

Every farmer knows what it means when the grain has to be hand-shovelled into the crib, and knows how large a percentage is scattered upon the ground, especially if the wind is blowing.

When one can drive up to a grain elevator, pull the end gate and let the load dump and be quickly elevated into the bin by horse or engine power it not only means quick returns for another load, but means fewer men and teams on the job, means grain saved, time saved and that means money saved.

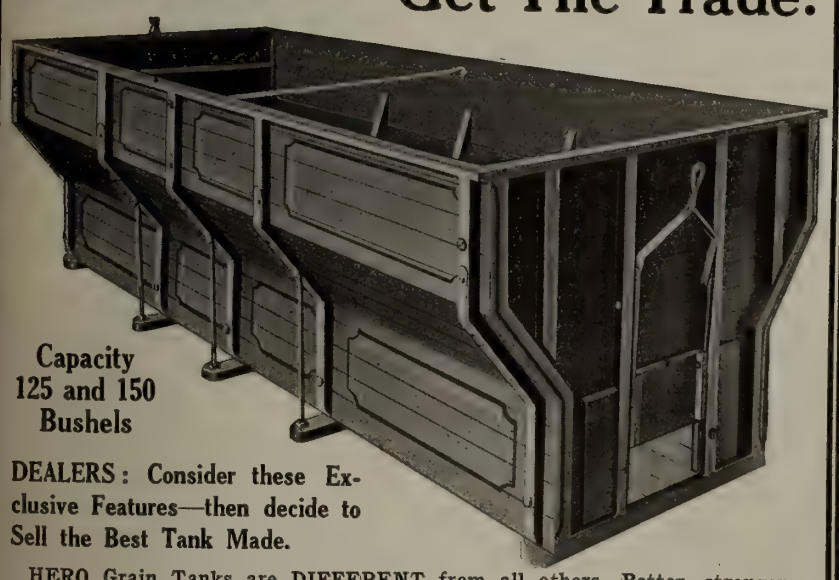
The sale of a portable grain elevator creates the demand for a gasoline engine, and almost invariably when your customer purchases an elevator from you he will also come back for the engine and belting to operate same, because then he has only the one house to fall back on for service and for the necessary repairs or parts. Bins, granaries and elevators are very profitable lines for any implement dealer to push the sale of in his district.

Another Stook Loader

The Travelling Shock Gatherer Co., is a new incorporation just formed in Minneapolis to manufacture harvesting machines and tractors. The incorporators are John M. Landrigan, Peter Carrigan and J. W. Hayes. The authorized capital stock is $500,000.

Keep it in your mind that you are going to be something more than an average business man, that you are going to get your head at least a little way above the heads of those around you.

HERO Grain Tanks Get The Trade!



Capacity 125 and 150 Bushels

DEALERS: Consider these Exclusive Features—then decide to Sell the Best Tank Made.

HERO Grain Tanks are DIFFERENT from all others—Better, stronger, and possess exclusive features that appeal to every practical farmer. Every Tank guaranteed. Built of selected well seasoned lumber. Tops capped with a 2-inch strip. Extra heavy reinforced bottom. Lined with selected hardwood. Look at the angle-iron knees, 1½x1½x⅛. Sunk angle-iron joint between sides and bottom makes an absolutely flax-tight construction. Braces are adjustable to prevent sagging—a feature found in no other grain tank. Owing to design of knees, more tanks nest to a car than is possible with any other make—saving freight for the dealer; 125 Bushel Tank weighs 550 to 575 lbs., and the 150 Bushel from 600 to 625 lbs. Large stock on hand. Order at Once.

GET THE SELLING AGENCY NOW. THIS IS A LINE THAT MEANS MONEY TO YOU. EVERY TANK SOLD SELLS ANOTHER.

Hero Manufacturing Company, Ltd.
(UNDER NEW MANAGEMENT)
WINNIPEG, MAN.

TWIN CITY OIL TRACTORS

ALL SIZES BURN KEROSENE, DISTILLATE and GASOLINE

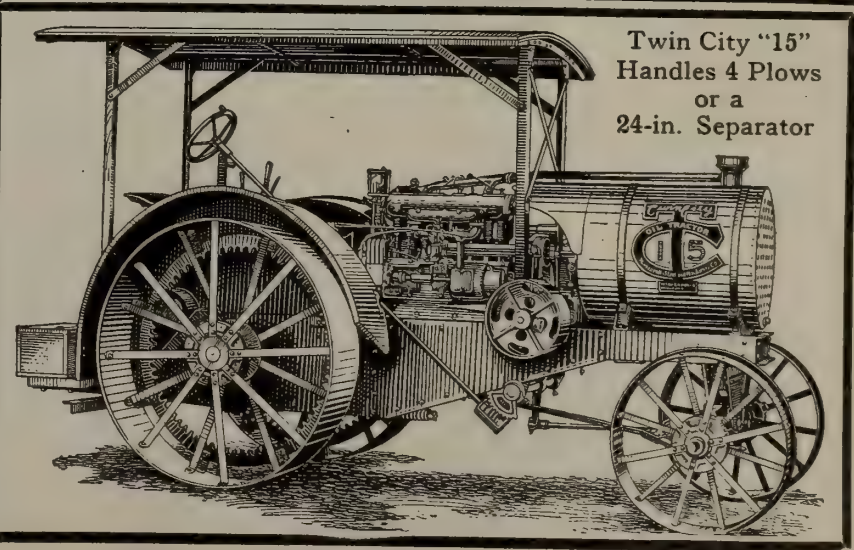
BEST BUILT
From years of experience by the largest tractor factory in America

BEST KNOWN
The "Twin City" has an unequalled reputation for quality and mechanical perfection.

BEST FOR SERVICE
For years, from Texas to Alberta, "Twin City" Tractors have given their purchasers maximum tractor value and steady, satisfactory service for plowing or belt work.

BEST TO SELL!

Built in Four Sizes:
Twin City "60"
Twin City "40"
Twin City "25"
Twin City "15"



Twin City "15" Handles 4 Plows or a 24-in. Separator

A "TWIN CITY" CONTRACT GETS YOU THE BUSINESS

Minneapolis Steel & Machinery Co. of Canada, Limited
923 LOGAN AVENUE WEST WINNIPEG

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

R. & Co., Sask.—Cast iron hind part of plow beam, casting P. 6497, with name "Imperial" on pattern? We think that this is part of one of the Imperial plows, manufactured by the Bucher & Gibbs Plow Co., Canton, Ill. Repairs for same can be procured from the Waterbury Implement Co., jobbers, Minneapolis, Minn.

E. J. T., Sask.—Asks for names of harness manufacturers or jobbers. Following should be able to supply any ordinary requirements: Great West Saddlery Co., Winnipeg, Calgary, Edmonton, Regina, Saskatoon; Adams Harness Co., Winnipeg; Bert Conway, P. O. Box 33, Regina, representing Heney Harness Co., Montreal; the Lamontagne Saddlery Ltd., Princess St., Winnipeg.

G. G., Sask.—The following are a few firms who handle fire extinguishers: Canadian H. W. Johns-Manville Co., Winnipeg; Brandon Fire Engine Co., Brandon; W. J. McGuire, Ltd., Toronto; A. B. Ormsby Co., Toronto; Rockwood Sprinkler Co. of Canada, Montreal; Victor Fire Extinguisher Co., Toronto; Booth-Coulter Copper & Brass Co., Toronto. Any of these will be glad to quote you prices on fire extinguishers.

J. O., Sask.—The Oxford plow is a walking plow manufactured by the Belcher & Taylor Agricultural Tool Co., Chicopee Falls, Mass. They have no representatives or agents in Western Canada. Repairs would have to be procured from the factory direct.

C. & C., Alta.—For butter making machinery for owners of small herds, we would suggest the following firms: The De Laval Separator Co., Winnipeg; the Empire Cream Separator Co., 114 Craig St., W. Montreal; Beatty Bros. Limited, Winnipeg or Edmonton. Any of these firms will gladly send you full particulars upon request.

J. M. A., Man.—Repairs for the Diamond tractor can only be procured from the manufacturers, the Diamond Engine Works, Minneapolis, Minn.

C. H., Man.—The Blue-Jay plow is a walking plow made by the P. & O. Plow Co., Canton, Ill. Repairs can be procured through nearest branch of the International Harvester Co. The "Blue Bird" is quite a different plow—a type made by the Moline Plow Co., Moline, Ill.

L. S., Man.—So far as we are aware no one is handling the "Iowa" cream separator in this territory. Repairs can be procured from the manufacturers, Associated Manufacturers Co., Waterloo, Iowa.

H. M. Co., Sask.—For valves for a Flour City 30-50 h.p. tractor, write direct to the manufacturers, Kinnard-Haines Co., 44th Ave. N., Minneapolis, Minn.

P. McE., Man.—There are, approximately, 135 concerns in the United States and Canada who are manufacturing either light or heavy tractors.

C. & H. Co., Alta.—Ratchet and quadrant for a disk sulky plow named Hancock, can only be had from the manufacturers, the Bateman-Wilkinson Co., Toronto, Ont.

H. R., Sask.—Brass crank box and pin for a Baker windmill can be procured from the Heller-Aller Co., Windsor, Ont.; axle bracket for plow, No. 1129, is for a Grand Detour plow, made by the Grand Detour Plow Co., Dixon, Ill.

E. A., Man.—Cylinder rings for a "Sandow" 2¾ h.p. engine can be procured from the Wilder-Strong Mfg. Co., Monroe, Mich.

J.M.M., Sask.—Part R.D. 2 is arm on top of front furrow axle, and R.D. 400 adjusting casting on connecting rod, both for a Southern Chief Rotary Plow, made by the Moline Plow Co. Repairs can be procured from the John Watson Mfg. Co., Chambers and Henry, Winnipeg.

A.H., Sask.—A bunching machine such as you describe could be supplied by Tolton Bros., Huskissin St., Guelph, Ont. They specialize in this type of machinery.

J.T.R., Man.—Repairs for the Maw-Hancock disc plow can be procured from the Bateman-Wilkinson Co., Toronto, Ont.

E.H.McL., Man.—Asks for name of a walking plow, beam red, moldboard blue, castings attaching handles to moldboard numbered H.C. 1 and H.C. 2. Clevis jaws on end of beam, No. 17. Share is wanted. We cannot locate this plow. Can any reader identify it? We suggest that a template be taken of the share and sent to a concern who handle shares for various makes of plows. They could locate a pattern to suit.

Auto Plow Co. Reorganized

The Hackney Auto Plow Co., Inc., is a new concern at Minneapolis with a capital of $2,000,000. This is a reorganization of the Hackney Manufacturing Co., which used to produce auto-plows in the Twin Cities. Connected with the new company are the following: President, H. A. Brown, Minneapolis; vice-president, Leslie S. Hackney; secretary-treasurer, Leslie S. Hackney. Among the directors are D. A. Potter, St. Paul, M. J. Higgins and C. W. Johnson, both of Minneapolis.

The company will continue to manufacture Models 3, 4 and "B," formerly made by the Hackney Manufacturing Company, and have a number of these models on hand for distribution at the present time. They will also manufacture Model 5, which is a much lighter and cheaper tractor. This model has been undergoing a series of tests for the past year and, it is reported, has proven a success in every way.

I.H.C. Make Magnetos

The International Harvester Co. has purchased the business of the Accurate Engineering Co., Chicago, and will in future manufacture the Accurate line of rotary and oscillating magnetos. The Accurate concern also carried on the production of roller bearings, which were produced exclusively for International machinery.

Sleigh Law in Wisconsin

The Wisconsin legislature has passed a law, effective January 1, 1919, which makes it unlawful for any firm in the state to sell a sleigh unless the runners of the sleigh measure 4 ft. 6 inches from center to center. The use of any sleigh not conforming to this specification will be unlawful after the above date. A fine of $5 to $25 will be imposed for infringements of this "wide-sleigh law."

PLOW, BOYS, PLOW

Plow, boys, plow!
Your brothers are falling in France,
Plow, boys, plow!
The stilts are your rifle and lance,
The coulter and sock which you guide
Are weapons to wield in the fight.
Plow, boys, plow!
You've a place in the struggle for right.

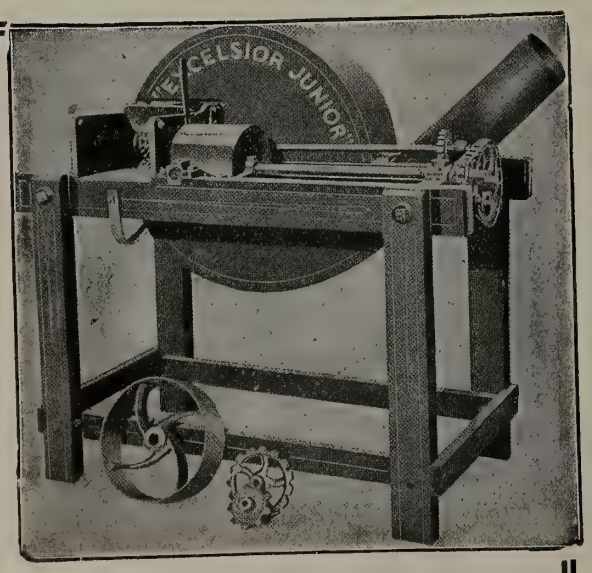
Plow, boys, plow!
There's no time to idle or rest,
Plow, boys, plow!
Till the sun has gone down in the west
The men who face death in the field—
Don't leave them to fight it alone.
Plow, boys, plow!
And provide for their dear ones at home.

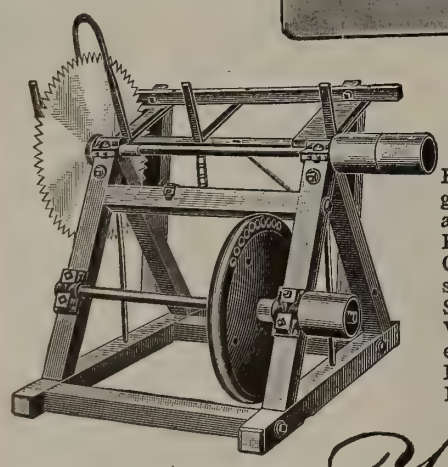
Plow, boys, plow!
In safety the furrow you tread.
Plow, boys, plow!
In silence the sea keeps its dead.
There many brave hearts have gone down
In our ships bringing food o'er the sea.
Plow, boys, plow!
For the homes of the brave and the free.
—Scottish Farmer.

One dissatisfied dealer can generate several hundred dissatisfied customers.

"EXCELSIOR JUNIOR"
BLOWER FEED CUTTERS

Every farmer with over 5 head of stock wants one. Blower carries feed to any part of barn, or elevates up to 20 feet. Capacity, ½ to ¾ ton per hour; 4 to 6 h.p. drives it. Cuts three lengths, ½ to 1½ in.; one lever starts, stops and reverses. Get our prices.





HARDWOOD FRAME WOOD and POLE SAWS

Have solid steel shafts and high grade bearings. Heavy, solid balanced flywheel. Three 5x6 pulleys. Rigidly braced hardwood frame. Complete saw mandrels supplied separately if desired.
SEASONABLE LINES — Sleighs, Wagon Sets, Feed Cutters, Grinders, Horse Powers, Pump Jacks, Engines, Viking Cream Separators, Hand and Power Washers, etc.

WE CARRY REPAIRS FOR ALL MOLINE AND JANESVILLE IMPLEMENTS

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TRAVEL CANADIAN NORTHERN
PACIFIC COAST
SUMMER EXCURSION FARES TO
VANCOUVER, VICTORIA, NEW WESTMINSTER, SEATTLE, PORTLAND, SAN FRANCISCO, LOS ANGELES, SAN DIEGO
On sale, June 15th to September 30th
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SPECIAL FARES
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Round Trip 60 Days. Summer Tourist.
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Sell Best Tractors and Threshers to Large and Small Users

¶ Following is a good argument to use with customers just now. It is the argument we are presenting in the farm and thresher journals:

> **"Do your own threshing this fall and save money. When you do the job yourself, using your own separator and your own tractor, you are independent of all outside help, you can be among the first to get your grain into the elevator, you can thresh without any waste, and you can use your tractor for plowing.**
>
> **"Own a Mogul kerosene tractor with 20-H.P. at the belt and 10-H.P. at the drawbar, and a 20 to 24-inch separator. Then you can turn out anywhere up to a thousand bushels of threshed grain every day, and as your fields are cleared, plow up to eight acres a day. That gives you a good chance to get the fall work all off your hands before the ground freezes too hard to plow, gives you some assurance of a better crop next year, enables you to do your work with the help you have, and saves money for you at every turn."**

¶ Write to the nearest branch house for full details on power and threshers to sell that includes equipment for farms of all sizes, large and small.

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WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

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THE CARS THAT ARE CHEAPER TO OWN

And the cars that are more easily sold—and require least service—are, from the dealer's standpoint, the cars to handle. That's why the dealers clamor for the big selling trio.

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Dollar for dollar you are giving the greatest in automobile value when you turn over either of these cars to a customer. There is going to be an enormous demand this fall for automobiles. Better investigate now, and order early so as to ensure delivery. Handle cars without a come-back—that sell easily, and build up a business with satisfied customers behind it. Write us—before you forget—for prices and particulars.

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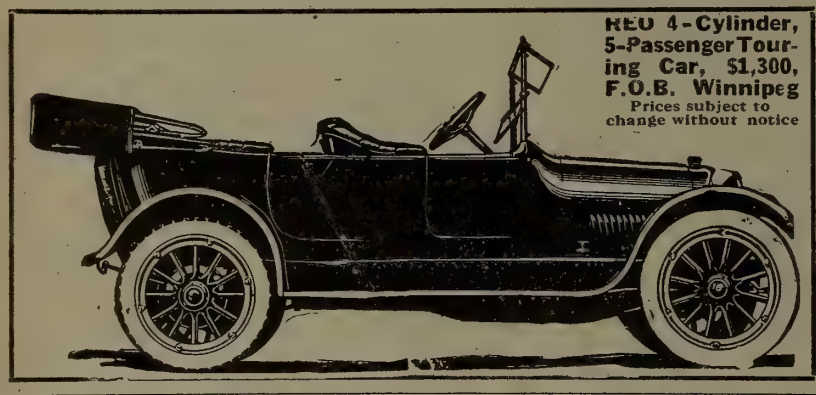

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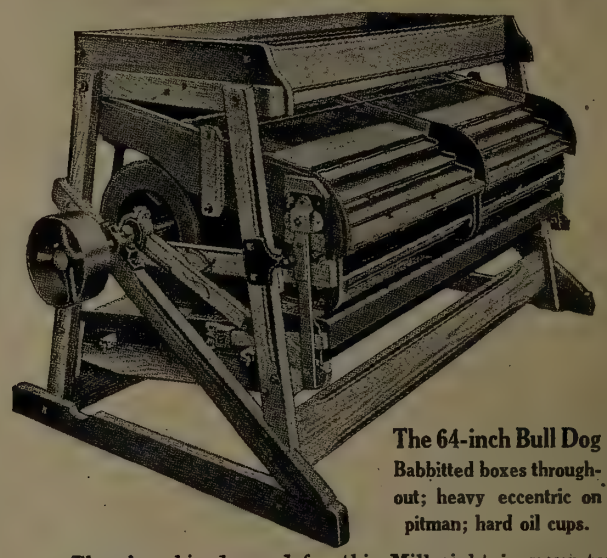
THE BIGGEST BULL DOG

Our 64-inch Mill—Father of the Line



The 64-inch Bull Dog

Babbitted boxes throughout; heavy eccentric on pitman; hard oil cups.

BULL DOG MILLS

Made in five sizes: 24, 32, 40, 48 and 64 inch sieve widths

Capacities: 25 to 150 bushels per hour.

Also power elevator cleaners; made in three sizes: Capacities, from 400 to 1,000 bus. per hour.

There's a big demand for this Mill right in your territory. Built like a battleship. An exact duplicate of the smaller Bull Dog Mills, so far as the method of separation is concerned, but of heavier construction, bigger capacity; with larger castings and built stronger for power driving. We guarantee it to give entire satisfaction to the large farmer or small elevator where space is limited. Why not get this profitable business? Write at once for full particulars of this big capacity mill. Order your stock of hand or power Bull Dog Mills early. We can supply you. Elevators from 10 to 16 feet; power attachments for 24 and 32-inch mills.

Specialists in Grain Cleaning and Grading Machinery

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A FEEDER THAT MAKES FRIENDS EVERYWHERE

The Langdon Ideal Automatic Self-Feeder

Guaranteed to feed perfectly to full capacity any make or size of separator.

Backs Up Every Claim—and in the Field

The Langdon Ideal Rotary Knife Feeder is the one Feeder that governs according to the condition of the grain. It operates on the principle of hand feeding, handling the dry, straight bundles very fast, while the wet, tough and tangled ones are delivered more slowly, giving the separator and engine an absolutely uniform and even load at all times. The feed is absolutely controlled and governed. The Langdon positively will not slug the cylinder, while pitchers cannot overload the separator.

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Cushman Motor Works of Canada, Ltd.

Builders of Light Weight, High Grade, Gasoline Engines for Farm Power Work.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

EXCLUSIVE SELLING AGENTS FOR:

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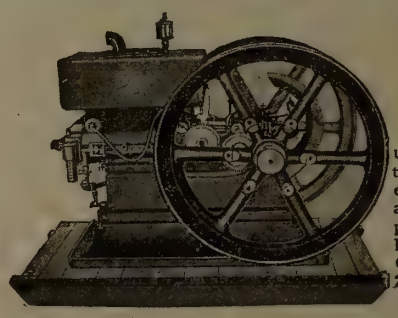
HANDLE THE FAMOUS "IDEAL" LINE

IT WILL ADD TO YOUR PROFITS AND PRESTIGE



THE "IDEAL" OIL ENGINES

Made in 18 sizes—from 1½ to 60 h.p. Let us tell you about them. Equipped with high tension igniters—no batteries required. Double exhaust, very low fuel consumption. The best and most economical engines made for farm power purposes. Built for service and durability. Get the agency for "Ideal" Gasoline or Oil Tractors. They are made in 15-30 and 25-50 h.p., sizes.

"Maple Leaf" Grain Grinders Get You The Trade

Made in 6, 8, 10, 11, 13 and 15-inch sizes; 8 and 10 in. are equipped with either flat or concaved plates; 11, 13 and 15-inch with flat, reversible sectional plates. Send for full description and prices of these machines. Our low base, heavy service grinder with sectional flat plates is a big seller. "Maple Leaf" Grinders have big capacity and are easy running. They sell, satisfy and stay sold.

"Ideal" Double-Geared Pumping Windmills

In sizes, 8, 10, 12, 16 and 20 feet

Sell your customers the cheapest farm power made. Not the cheapest windmills sold, but by long odds the BEST. Double gearing gives strength and durability. Automatically governed. Towers (either 3 or 4-post) are double braced and double girted every five feet. Gearing fully protected. Very easy running because of roller bearings. Every part galvanized after assembling. Ask for special booklet.

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GOOLD, SHAPLEY & MUIR CO., LIMITED

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CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 9 WINNIPEG, CANADA, SEPTEMBER, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

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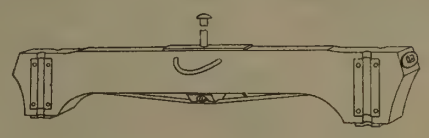

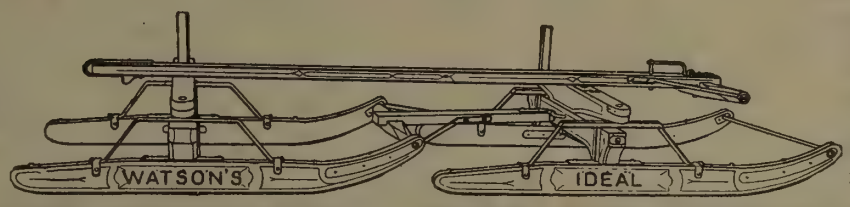

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We have instituted more practical improvements on Sleighs than any other manufacturer. This line is our specialty. In design, material, finish and value our Sleighs are the leaders.

BIGGEST CARRYING CAPACITY

It's the way we make them. Size for size, carry heavier loads, have lighter draft, and hold the road better than any other Sleigh made. Farmers know—and ask for a Watson's Sleigh.

THE DEALER WHO HANDLES WATSON'S IDEAL FARM AND BUSH SLEIGHS GETS THE SLEIGH TRADE

"Ideal Sleighs are made in all sizes, Steel or Cast Shoes. The weakest point in a Sleigh is the bench. Note our Special Trussed Bench—a patented feature. The quality of our woods is unequalled: Runners—white oak; Benches—grey elm or oak; Poles and Reaches—heavy white oak. Only well seasoned, straight grained woods are used in Watson's Sleighs. Heavy steel bracing throughout. Scientifically designed runners—point of contact directly below bench. They ride on the top of the road—no skidding. Our Cast Shoes, curved up at rear, allow backing. Don't wait for the snow, investigate Watson's Sleighs and you will handle no other.

John Watson Mfg. Co. LIMITED

WE CARRY REPAIRS FOR ALL MOLINE IMPLEMENTS AND JANESVILLE PLOWS

CHAMBERS AND HENRY STREETS, WINNIPEG

WHEN THE GRAIN IS UNLOADED

And the long way home lies ahead. It's then that one of our spring seats appeals to your customers. A light, springy seat that will carry 600 lbs. with ease. Low set; gives full protection from the wind and complete control of team. Order your stock NOW.

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EVERY FARMER IS A PROSPECT FOR

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEATS

Going Home

MANUFACTURED AND GUARANTEED BY THE

WAWANESA WAGON SEAT COMPANY
WAWANESA, MANITOBA.

WHY NOT USE HORSE SENSE?

Not a Horse or a Mule in Western Canada (if he could talk) but would tell you that he could do 25% more work if you would clothe him comfortably with "Horse Shoe Brand" Collars, Harness or Saddles.

Sold only by legitimate and honourable dealers all over Western Canada, and Manufactured in Western Canada only by

THE GREAT WEST SADDLERY COMPANY
At WINNIPEG, CALGARY, EDMONTON, REGINA and SASKATOON.

SEND FOR CATALOGUE AND PRICE LIST TO DEALERS ONLY

SIDE LINES:
We sell wholesale, to the dealers only, Mitts, Gloves, Moccasins, Automobile Tires, Spark Plugs and Auto Accessories, etc., etc.

INCREASE YOUR FALL AND WINTER BUSINESS BY PUSHING THESE POPULAR

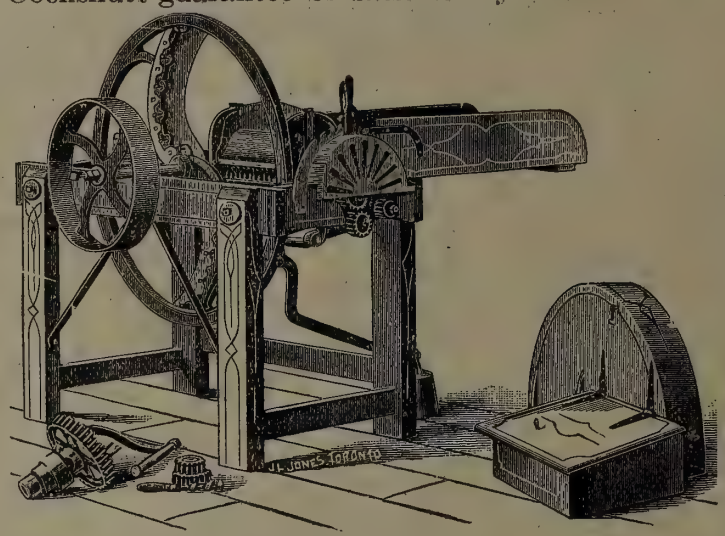
COCKSHUTT

Feed Cutters Grain Tanks Gas Engines Grain Grinders

WITH help scarce and expensive there will be a heavier demand than usual this fall and winter for labor saving equipment. No farm should be without the implements illustrated on this page—it won't take much argument to convince a customer of that fact. The goods, too, will back you up—because they're A1 quality and are sold under the Cockshutt guarantee of satisfactory service.

FEED CUTTERS

Our "Canada" Feed Cutters have given universal satisfaction for many years. They are built in a variety of sizes to meet the requirements of different farms—from a small hand lever type up to a power one capable of handling several tons per hour. Frames on all sizes are well braced and very sturdy. They give ample support to the working parts. Full descriptions in special pamphlets.



GRAIN TANKS

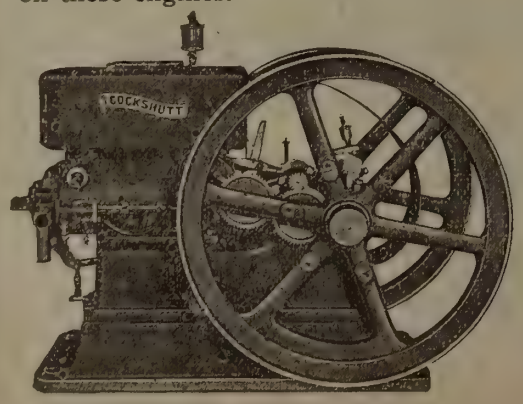
This has proved one of the best sellers in Western Canada. You cannot find a more substantial or serviceable tank anywhere. Materials are highest grade; corners and sides are particularly well braced and have special tie bolts. It is perfectly grain tight and has an automatic lock end-gate. Note particularly its flaring sides and great carrying capacity. Order at once to avoid disappointment in delivery.

GAS ENGINES

The demand for Gas Engines promises to be brisk. Sell only an engine that you know will do your customer's work as he wants it done. Any other will be a constant source of annoyance to both you and him.

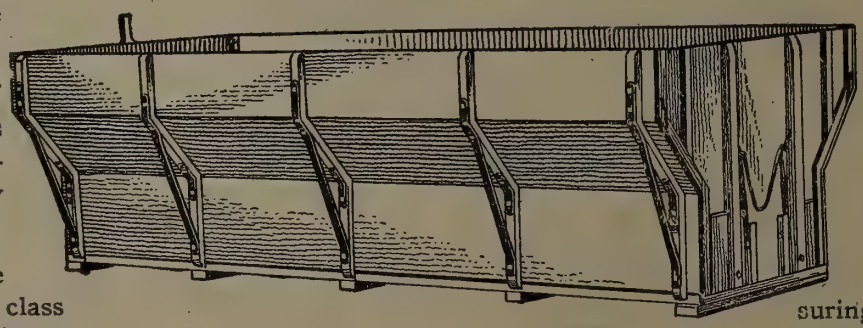
The "Cockshutt" has proven its ability to do satisfactory work under every working condition.

You get a full line in the Cockshutt—sizes for every class of farm work. Vertical types made in 1½ and 2½ H.P. sizes. Horizontal types in 3½ to 20 H.P. sizes. Ask for special folder on these engines.



THE COCKSHUTT LINE COMPRISES:

Riding, Walking and Tractor Plows Disc Plows
Disc Harrows Pulverizers Seeders Cultivators
Drag Harrows Planters Spreaders Binders Mowers
Reapers Rakes Engines Grinders Pulpers
Grain Cleaners Hay Presses Vehicles



Let the COCKSHUTT LINE help you to bigger business this fall. It will meet all demands of your trade—and build for you a permanent connection. Concentrating your energies on one line—the Cockshutt—means least time and effort per sale, lowest selling expense, hence biggest profits from your transactions.

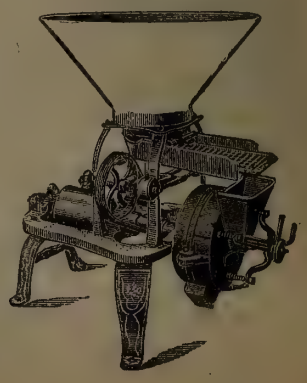
Write to-day for literature on the complete line and special dealer's proposition.

GRAIN GRINDERS

Cockshutt Grinders are made in a variety of sizes, with all the necessary plates and equipment for handling any class of grinding. All grinders are fitted with ball bearings at the point where pressure is put on the burrs. This reduces friction to the minimum. Users are very enthusiastic about its good working qualities.

The plates are flexible—insuring burrs that run true and do perfect work.

Cockshutt Grinders can be operated with any kind of power your customer has on his farm.



Cockshutt Plow Co., Limited

WINNIPEG REGINA CALGARY SASKATOON

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 9 WINNIPEG. CANADA, SEPTEMBER, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

Important Features in the Tractor Plow

The modern tractor plow, for the purposes of discussion, may be divided into two classes. In the light class we have the rigid beam type, built in two, three or four bottoms, and in the heavy class the large flexible beam type of four bottoms and larger. In selling tractor plows there are some general features in plow construction and adjustment which are important to the implement dealer. Hitch, for instance, requires some consideration.

Strength a Consideration

It is obvious that engine plows must be stronger than horse-drawn plows as they are expected to work in harder ground and go deeper, also from the fact that the draft of the engine is much different than with horses. A four-horse team on a gang plow could easily straighten out one of the beams, yet there are few beams bent for the reason that they will not exert their full energy when an obstruction is encountered. This is quite different when the plow is drawn with an engine.

Owing to the peculiar construction of the flexible beam plow it must be much heavier per bottom than the rigid beam type, as with the latter the entire weight of the plow, including the axles and wheels, would be thrown on the bottoms to assist them to penetrate if necessary; while with the flexible beam type about 50 per cent of the entire weight is in the platform. Even one end of the beam is held up by the platform which leaves but a small per cent of the entire weight of the plow on the bottoms.

There are just two things that will cause a plow to take to the ground—suction and weight. Suction is created largely by the point and does not differ much in the different makes of plows. A thin shaped point will penetrate and pull easier than a thicker one but would wear away faster and could not be sharpened as often. As the points begin to get dull, it requires considerable weight to keep the plow in the ground.

Contrary to the general opinion, the height of the hitch hinders the plow from taking the ground instead of forcing it in.

The Effect of Hitch

In the case of a horse-drawn plow, the power is applied at the horse's shoulder, and the point of hitch on the beam is approximately in line with the centre of resistance on the plow. By raising or lowering the point of hitch, the line of draft is not changed but the point of the plow is raised or lowered to make it run the depth desired.

The instant the plow starts into the soil it goes forward in relation to the point of draft and the deeper it goes the greater this movement increases, or the higher the hitch the greater the increase. This is also largely effected by the length of the beam. The long beams have the advantage over the short ones in working qualities but require greater strength in order to overcome the increased leverage to hold against the side pressure when the share engages an obstruction and to insure even width in the furrows.

This type of plow must be provided with a gauge wheel to regulate the depth and elevate the plow and is usually controlled by a lever mounted on the beam. This wheel must necessarily be placed between the end of the beam and the bottom. When the wheel passes over an obstruction, the bottom is elevated higher than the obstruction. This defect is largely overcome by mounting the lever on the platform and connected to the gauge wheel with a compound connection. As a plow usually cuts 14 inches, there is limited room between the bottoms and coulters for the wheel. If too close to the rolling coulters they will cause trouble in certain soils and in other positions will cause the plow to choke where there is much trash.

The Set of the Coulter

The coulters should be strong and capable of having an adjustment that will set them near the point of the share so that in soil full of large boulders, such as are found in some areas they will throw the plow over these obstructions and prevent breakage. Ordinarily the coulters should be set about one-third of the depth of the furrow and about 5/8 of an inch to the land. If set too far back and too far to the furrow side, the pressure will be light above the shin of the plow which will retard the scouring. In soils full of loose stones and gravel a jointer will usually work better than a rolling coulter which has a tendency to ride over the small stone. When equipped with combined coulter and jointer, the scouring qualities are also affected if too much soil is turned in front of the shin of the plow.

The engine plow generally operates a little deeper than the horse-drawn plow. In a field that has been cultivated for years at a depth of, say 5 inches, the soil is sometimes loose and mellow to that depth while below it may be of a very soggy, sticky nature and if you attempted to go 6 inches deep the face of the moldboard would be covered with a layer an inch thick of the heavy, sticky soil which the loose soil would be unable to push off and, as a result, the plow would be prevented from scouring. Under these conditions it is necessary either to go a little deeper and secure greater pressure on the face of the board, or plow a little more shallow.

Break Pin Hitches

With plows having more than four bottoms the force required to pull them is greater than the strength of each individual bottom, which makes the break pin hitch impractical. It is, therefore, necessary to provide some safety device, usually in the form of a break pin on the plow standard.

In many cases when an obstruction is encountered, the pin will not shear clear off but will be crushed and will throw the plow on the point and the board out of position. The longer this leverage the smaller the pin and the less the point would be thrown out if pin was crushed.

With the smaller type of plows the break pin hitch can be used very satisfactorily. These wood pins should be long enough so that they may be driven in several times to avoid the waste of time in supplying new ones. The difficulty experienced with all forms of break pins is the fact that many operators will supply iron pins rather than go to the trouble of putting in the wood ones, with results which can be readily understood.

In the light duty plow the depth is controlled by the two forward carrying wheels. One of these wheels runs in the furrow and should be at least 3 inches from the bank of the furrow. It is not necessary to run it in the corner to govern the width of the cut as with horse plows, as the lighter engines are either made self-guiding or arranged so that the width can be governed very closely. This will allow for a greater variation when making the turn so the wheel will always drop in the furrow. If it does not, some distance will be traveled with the front plow practically out of the ground.

In the light tractor plow the rear furrow wheel has nothing to do with regulating the depth. Its object is to relieve the pressure from the bottom of the plow and landside and to assist in transporting. Relieving side-pressure is attended to in the two-wheel plow by setting the wheels on a slight angle for the reason that a stiff hitch is used. The pressure on the furrow bottom can be greatly relieved by adjusting the hitch up or down. The two-wheel plow has the advantage over the three-wheel model in backing.

There is a general idea among operators of tractors that the short hitch makes lighter draft and that there would be an advantage at the end of the field with a short hitch. Both are mistaken ideas; 2 or 3 feet of extra chain will not make any difference on the turn if the outfit will work better.

What Won't the Tractor Do?

A farm journal in the United States formulated a series of questions to farmers who owned tractors, asking for information as to the uses to which the machines were put. From 101 replies, the following is a summary of what the investigation showed, the territory being Minnesota, the Dakotas and Montana:

Tractors on grain farms, 53 per cent.

Tractors on diversified farms, 47 per cent.

Smallest farm reporting, 80 acres.

Largest farm reporting, 6,000 acres.

Average size of 101 farms reporting acreage, 386 acres.

Big tractors owned by 12 per cent.

Medium sized tractors owned by 88 per cent.

Used for plowing by 89 per cent.

Used for feed grinding by 33.6 per cent.

Used for disking by 20 per cent.

Used for threshing by 18.6 per cent.

Used for harrowing by 16.6 per cent.

Used for cutting grain by 15 per cent.

Other uses mentioned: Baling hay, mowing hay, hulling clover, pulling stumps, cutting wood, shelling corn, digging potatoes, moving houses, general belt work.

Horses displaced on 34 farms.

Others say, "Saves horses hard work."

Can plow 7 to 12 instead of 4 to 5 acres daily.

"Deeper plowing" mentioned by nearly 100 per cent.

Big Demonstration for Toronto

The third tractor farming demonstration to be held near Toronto, Ont., September 18, 19, 20 and 21, will, it is stated, eclipse any previous demonstration held in Canada. Seventy-five leading tractor, accessory and implement concerns now are entered for the event. The list includes twenty-three Canadian tractor and tractor implement manufacturers, while there are over fifty entries from the United States, including all the leading tractor manufacturers, tractor equipment lines and tractor implement makers. Entries should be sent to the Third Tractor Farming Demonstration, 8 Wellington East, Toronto.

Labor and Material Shortage Strangles Tractor Output

According to a report from the Society of Automotive Engineers, American manufacturers of tractors are unfortunately missing a big field. Statistics show that there will be a demand for approximately 100,000 farm tractors in the United States alone in the coming twelve-month, while the prospective production will be only 50,000. Last year the manufacturers turned out 39,000 machines and hoped to build 70,000 this year, but shortage of labor and materials has cut this figure to 50,000.

Power and Plowing

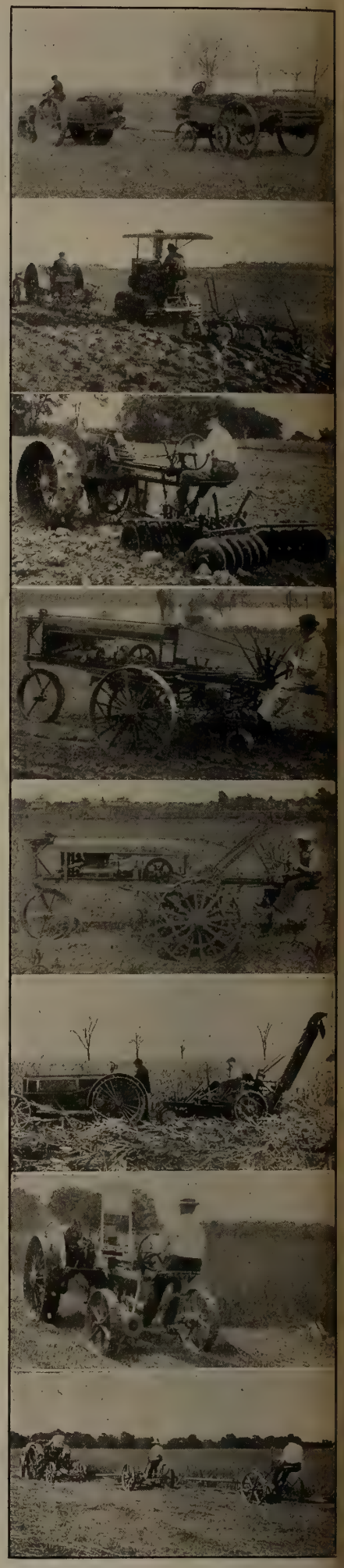
The plowing accomplished by a tractor, with two 14-inch plows, varies according to the speed of the outfit. Such a plow, for instance, would turn over the following acreage in a ten-hour day at the speeds quoted: 1⅞ miles per hour, 5.28 acres; 2 m.p.h., 5.64 acres; 2¼ m.p.h., 6.35 acres; 2½ m.p.h., 7.05 acres.

To find the average draft of plows, the rule is to multiply the cross section of the furrow in square inches by the resistance per square inch of soil. The average resistance of soils is as follows:

Sand	2 to 3 lbs.
Silt Loam	3 to 4 lbs.
Light Clay	6 lbs.
Medium Heavy Clay	8 lbs.
Prairie or Virgin Soil	15 lbs.
Dry Land Gumbo	20 lbs.

For example: The maximum draft of one 14-inch plow, 7 inches deep in silt loam, would be—7x14x4=392 lbs.

The pounds pull required varies with the type of soil. Take, for instance, a 14-inch plow, 7 inches deep, the following are the pounds pull required for different land: Corn stubble, 350 lbs.; wheat stubble, 400 lbs.; clover sod, 450 lbs.; grass, 600 lbs.; breaking, 750 lbs.

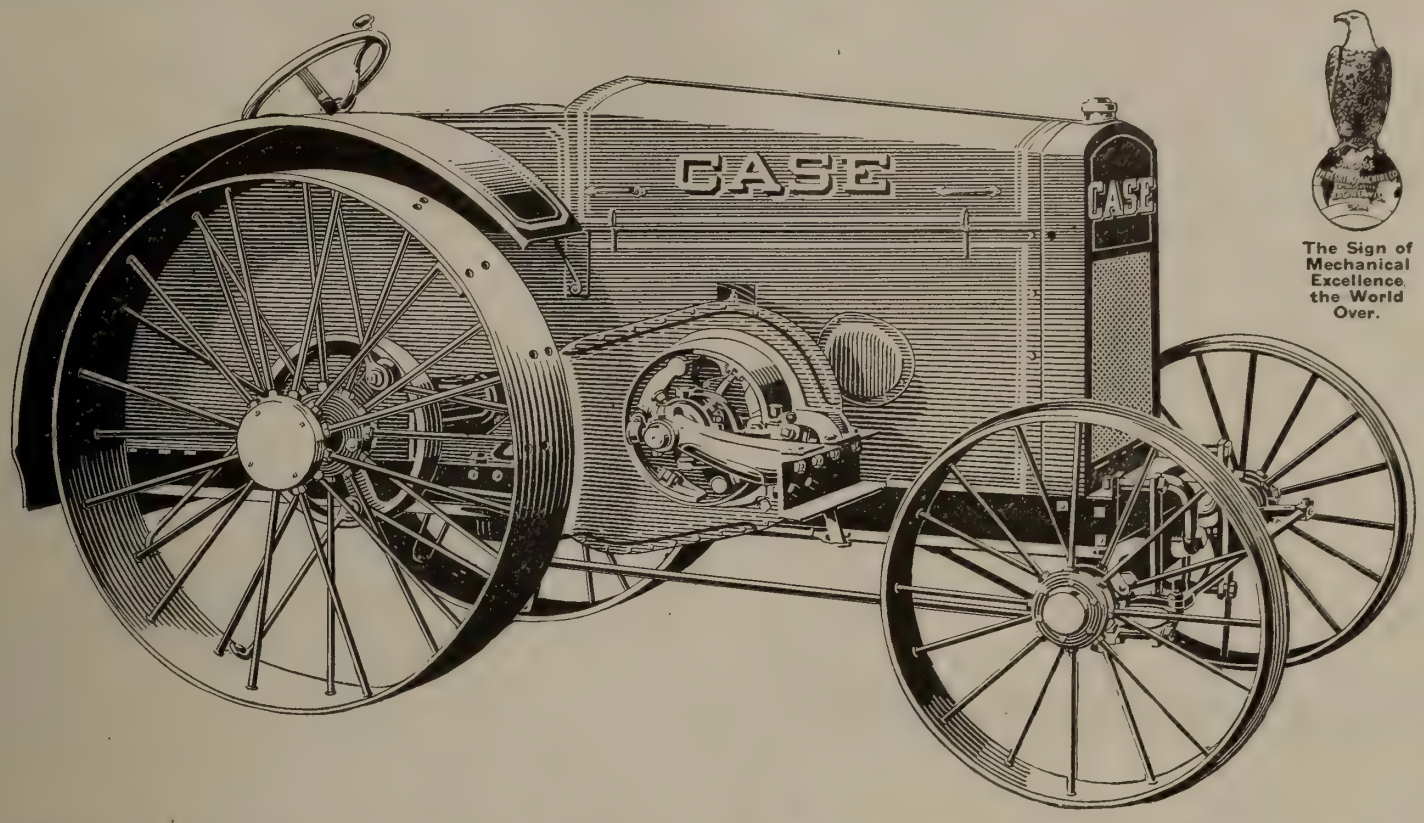


BEGINNING AT THE TOP

1. Case "10-20" doing good work on hilly ground.
2. Type "E" "30-60" Oil Pull with Hansmann hitch pulling five double discs.
3. Moline Tractor propelled double disc doing good work among the clods.
4. Following the disc with a smoothing harrow—Moline Tractor.
5. Rumely "8-16" seeding wheat.
6. Hart-Parr oil tractor with two binders attached.
7. Small farm tractor operating single binder.
8. Threshing in the Canadian West with a Rumely outfit.

BEGINNING AT THE TOP

1. Advance-Rumely "8-16" operating manure spreader.
2. Gile Caterpillar following the pace of a Happy Farmer Tractor.
3. Moline Universal at work on the seed bed.
4. Avery Motor corn planter doing a good job.
5. Working on corn with Avery motor cultivator.
6. Harvesting the corn crop with an Appleton, "14-28 h.p.
7. The handy Moline in the hayfield.
8. Titan "10-20" kerosene tractor cutting a swath fifteen feet wide.



The Sign of Mechanical Excellence the World Over.

THE CANADIAN FAVORITE

THE 9-18 CASE Kerosene tractor found instant favor with Canadian farmers. At all demonstrations it has created a profound sensation. Every farmer who has one is enthusiastic about its performance. Orders for thousands are being received from farm owners and dealers.

The 9-18, though designed for smaller farms, is not too small, too light, or too cheap. The same quality, design and construction that has given CASE Kerosene tractors unquestioned leadership is found in the 9-18.

Every farmer knows CASE tractors. Every farmer knows they have proved their merit. Every farmer needs one.

The preference of Canadian farmers for CASE has been demonstrated not only by the thousands who have answered our advertising, but also by the hundreds of enthusiastic testimonials that are constantly coming from them.

There are still a few territories open. Write us to-day and find out if yours is one of them. Don't delay, for it won't be long.

J. I. CASE THRESHING MACHINE CO., Inc.

(Founded 1842)

559 ERIE STREET :: RACINE, WIS.

Canadian Branches: Calgary, Edmonton, Winnipeg, Brandon, Regina, Saskatoon.
Eastern Canada: Canadian Fairbanks-Morse Co., Limited, Toronto and Montreal.

CASE

Prospects for Separator Sales

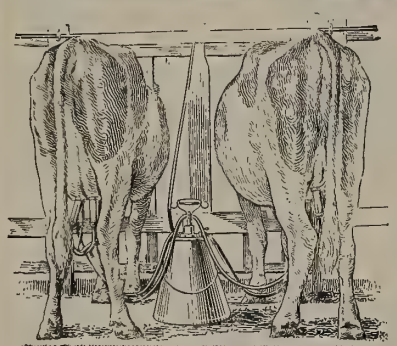
Cream separator prospects may be divided into two distinct classes; those who have never purchased separators, and those who are coming to the stage when they can be induced to put in new machines. Some farmers, particularly those who invest in various mail order separators, come to the buying stage sooner than others.

To make your cream separator business profitable, it must be gone at systematically. You cannot wait until you get a hunch that Smith or Brown may want a cream separator before you go after them. Compile as complete a list as possible of the cream separator prospects in your territory and divide them into the two classes specified above.

The movement for mixed farming is widening the implement man's field; for mixed farming involves dairying, at least on a small scale. Whenever there is a dairy herd, even a small one, there is a market for a good separator. The farmer may procrastinate — may talk hard times, or about waiting till next season, or this, that and the other—but the implement man who goes aggressively after the business realizes that it's up to him to keep pushing, and that in no other way can he close all the sales he should.

In pushing the sale of the cream separator, don't forget that the farmer is by no means the only fish you must land. His wife has a greater interest in the proposition than he has. In fact, it may be wise to go after the family first and then touch the lord and master of the home. Mail advertising literature to the farmer's wife, talk separators to her at every possible opportunity, and, when covering the territory, carry a sample for demonstration purposes. In selling separators, if you get the prospect to try a sample machine, you have, with the right machine, very often seventy-five per cent closed the deal.

A separator demonstrated right in the kitchen can make more sales than all the talk and long distance literature bombardment on earth. You cannot afford to sell anything but a high grade cream separator. As a general principle, the implement dealer who wants to stay in the community and expects to do business there year after year can't afford to put out anything but a quality separator. A separator is in almost constant use—twice a day, for 365 days in the year. It is probably the hardest worked implement on the farm. And if it isn't a good machine, it's going to reveal that embarrassing fact early and often.



THE EMPIRE MILKER
IN AN UP-TO-DATE DAIRY

Your Cash Drawer and the EMPIRE Milker Pail

THE EMPIRE Milking Machine is famous for getting lots of milk into the EMPIRE Milker Pail—quickly, cleanly, and to the satisfaction of both the dairyman and the cows.

The EMPIRE is simple and dependable, and has been adopted by the foremost dairying authorities in Canada, including The Central Experimental Farm, Ottawa, Ontario; Nova Scotia Agricultural College, Truro, Nova Scotia; McDonald Agricultural College, Ste. Anne de Bellevue, Quebec, etc.

It is because EMPIRE Milking Machines are famous for serving dairymen that the EMPIRE Line is so highly valued by implement dealers throughout Canada and the United States.

EMPIRE Milking Machines are just as proficient in putting dollars into the dealers' cash drawers as in making profits for users. The satisfaction of their users insures big profits to EMPIRE dealers.

Ask W. N. Robinson to Help You

Mr. W. N. Robinson has had a wealth of experience in selling a variety of goods to Canadian Farmers and Dairymen. He spends all his time in Western Canada. His services are yours when you become an EMPIRE Dealer. Write us at once to send W. N. Robinson to see you. He'll come on the run.

We offer to EMPIRE dealers the most complete selling help that can be devised—a big advertising campaign, booklets, signs, etc., for local distribution, and the personal selling assistance of expert EMPIRE Salesmen.

EMPIRE dealers have the complete co-operation of the big EMPIRE organization.

We still have places for a few new dealers—and we have a mighty attractive contract to offer—but act quickly. Write to-day, asking us to send the EMPIRE man to see you.

Milking Machines

EMPIRE LINE

Cream Separators

Gasoline Engines

EMPIRE CREAM SEPARATOR COMPANY

MONTREAL, QUEBEC TORONTO, ONTARIO WINNIPEG, MANITOBA

Weed Seed in Grain

The distribution of weeds is determined by a number of factors, such as accidental introduction, soil and climatic conditions, rotation and system of cropping, etc. Records were kept at Fort William of the weed seed impurities and point of shipment of 793 cars of grain arriving at an elevator. From one district, for instance, in 151 cars received, 46 contained wild oats, 59 cow cockle, 91 hare's-ear mustard, 63 stinkweed, 61 tumbling mustard, 150 wild buckwheat, and so on.

It was observed by the records kept of cars from sixteen widely severed districts that some kinds of weed seeds seem to be of general distribution, notably wild oats. Other types, such as ball mustard, were heavy in some districts and scarcely apparent in others. Canada thistle, sow thistle, and ragweed were only found to be locally distributed.

Still, from these partial records, kept merely at one elevator, it is evident that there exists a great field for fully efficient grain-cleaning machinery. The tonnage of weed seeds so transported is enormous, and unnecessary. There seems to be many areas where the fanning mill is badly required along with other machines for the removal of impurities from our western grain.

Farmers often complain that they do not get a square deal from the grain buyers. This may be true in some instances, but frequently the charge is based upon no other foundation than that the grain buyer pays for the grain as it grades with the foul seed present. As a matter of fact, a considerable portion of the profits of the elevator business comes from cleaning the grain, mixing and grading it up to meet market conditions and selling the screenings.

While grain-cleaning for the market is important, the greatest value of the fanning mill lies in its ability to clean the seed so that a good yield of grain, with the minimum of weed seeds, can be raised.

More and Better Dairying

Dealers in every section of Western Canada who sell to farmers should encourage the conservation of cows and more and better dairying in every way. Such an active interest at this time will not only be a patriotic act in assistance to the necessary food programme of our country but it will result in a greater prosperity in each dealer's community, and better business for the man who sells to the farmer.

There is a great opportunity to render a big service to dairy farmers in not only encouraging greater milk and fat production but in lessening the cost and conserving such production by offering dairy machines to the farmers that will eliminate much high-priced labor and will enable them to market the production with practically no waste.

Dealers who have recognized the milking machine as a machine that eliminates two-thirds of the labor connected with milking cows and who are impressing the value of this labor-saving and money-saving machine on the farmers in their communities are to-day cashing in on a demand that is fast becoming imperative. Cream separators, churns, silos, engines, milking machines, these offer a valuable line for the dealer to handle.

A New Map

The Natural Resources Intelligence Branch of the Department of the Interior recently issued a map of the Provinces of Manitoba, Saskatchewan and Alberta, showing the position of each city or town containing one or more grain elevators. The three transcontinental railways are shown by differently colored lines, and under the name of each town and village the extent of its elevator capacity is given in bushels. This very useful map may be obtained gratis by applying to the above department at Ottawa.

Sample Separators a Necessity

It is just as important to carry a separator in stock as it is to carry pocket knives, if the dealer wants to sell them. There have been very, very few dealers who have been successful in selling separators without having a sample on hand in order to inform themselves as to its features and be able to explain them graphically and clearly to a prospective customer, says C. F. Meissner, in De Laval Monthly.

Some time ago I had an interesting conversation with a dealer in a small town. This dealer was of the progressive type, conscientious and energetic, but a bit conservative. He realized the opportunities in the separator business and worked hard to get started. After considerable effort he finally broke the ice by selling one separator. This he thought would open the separator business for him and serve as a sample in the community. He did considerable canvassing and worked hard on separator sales last season, but did not make another sale.

Last spring, but not until it was too late for the early spring business, he purchased a sample and placed it in his store. He ended up the season with six separator sales and did not work so hard in obtaining this business as he had before with only one sale to his credit. After having had this experience he stated that it was equally as absurd to attempt to get separator business without samples in stock as it would be to undertake an implement or hardware business without stock on hand and depend on a catalog, to order from and the implements in the field as samples.

A dealer who hopes to succeed in the separator business must do more than engage in it as a side issue. He must devote special effort to that branch of the business, and it is only right that he should.

A Good Scheme

The De Laval Monthly reproduces a story of how a dealer in California found an effective means of keeping cream separator trade at home. A dealer took a cream separator agency and the first thing he did was to order a $60 mail order machine. He left this machine boxed, on the floor, near the stock of high-grade machines. When customers began to find fault with the prices of the latter, and contrasted them with the price of mail order machines, the dealer was ready for them.

One prospect asked why he should pay $100 for a separator when he could send to the M.O. concern and get one for $60.

"Oh, you want the H——— separator, do you?" responded the merchant. "Well, I carry that, too. I'll be glad to sell it to you."

"Where is it? Let's have a look at it," answered the prospect.

"It's right there in that box," said the dealer.

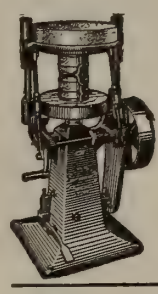
"Open her up. Let me see whether I want it or not."

"No," said the merchant. "It will stay in that box till it's sold. Isn't that exactly the way you buy from the mail order houses? Don't you pay your money before you ever open the box? I'll sell the separator to you on the same terms. That's fair, isn't it?"

The prospect saw the point. This incident has happened a good many times since. The box is still unopened. But it has proved as profitable an investment as the merchant has made in a long time.

Silos Save Grain

Along with the high prices farmers are now realizing for their livestock comes the high priced feed necessary to make the stock ready for market. The greater cost of maintenance of breeding animals and the fattening of market animals must be followed by a satisfactory return on the market, else the breeder and feeder must cease to produce and feed. No manufacturer would attempt to make an inferior, low grade product from high priced raw materials in this time of expensive labor and equipment. Silage provides succulent feed during winter when pasture is not available. With silage in the ration dairy cattle can be kept in the condition of health common to animals on pasture. The digestive system of a cow is well suited for the utilization of large quantities of green grasses and other coarse, succulent material. Silage is palatable and no other feed will combine as well as dry hay and a little grain to produce maximum economical results. Why not sell silos in your locality?



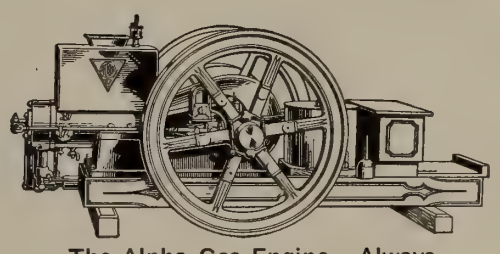
LONDON CEMENT DRAIN TILE MACHINE

Makes all sizes from 3 to 12 inches. Price with one size $250. Cement Drain Tile are here to stay. Large profits in the business. If interested send for catalog No. 2.

Agents Wanted in all Unoccupied Territory.

LONDON CONCRETE MACHINERY CO.
Dept. K, LONDON, ONTARIO
World's Largest Manufacturers of Concrete Machinery.

The World's Standard De Laval Separator



The Alpha Gas Engine. Always Ready to Work

MADE IN CANADA

The cream of the trade goes to the dealers who sell the DE LAVAL LINE

THE DE LAVAL COMPANY, LIMITED

WINNIPEG VANCOUVER MONTREAL PETERBORO

Massey-Harris Head Visits Western Canada

Thomas Findley, the recently-elected president and general manager of the Massey-Harris Company, arrived in Winnipeg the latter part of August, in course of a trip through Western Canada in connection with the company's business. This is Mr. Findley's first visit to Western Canada since accepting the management of the large Canadian farm machinery organization. He will probably spend over a month in Western Canada, visiting the various territories, reviewing results of the past season's operations and making plans for 1918 to cope with the ever-increasing farm machinery demands of the prairie provinces.

THOMAS FINDLEY
President and General Manager of the Massey-Harris Company.

The new head of the Massey-Harris organization is a man of pleasing personality — unassuming and with singularly broad outlook and great administrative ability. For many years the right hand man of the late Sir Lyman M. Jones, he proved a capable understudy for the important position and great responsibility which he has now assumed. He knows the business from both production and marketing angles, has learned to do the things expected of him—and the faith of the company in his leadership is established. A man who can deliver the goods—there is no vein of pessimism in his make-up. A man of generous disposition—who sees good in all things—he keeps his wide circle of friends long because he uses no man as a crutch. Also in addition to his skilled faculty for keeping in touch with the necessarily complex system of a great industrial institution, Mr. Findley has the gift of being able to collect around him clever men of broad gauge who are able to give him that assistance which contributes so signally to the success of the Massey-Harris Co. in the farm machinery field.

Mr. Findley will attend a meeting of branch managers of the company at Regina. He reported that the Massey-Harris factories had been shipping a great many implements to Great Britain, France and Russia. These are classified as munitions, so that tonnage is found for them. The machinery for Russia is sent direct to the Russian government, who act as distributors. It is evident that the Allies consider farm machinery as essential as shells for winning the war.

Now McLaughlin Manager in Montreal

The McLaughlin Carriage Co. announces the appointment of G. E. Anslie to be manager of the Montreal branch of the organization. Mr. Anslie, whose photograph we reproduce herewith, has been connected with the Winnipeg branch of the McLaughlin Carriage Co. for the past 13 years, and for the past 10 years has been assistant manager to R. McKenzie, head of the western business of the company. Mr. Anslie has had a long experience in the vehicle and automobile business which should be invaluable to him as manager of the McLaughlin branch house in the largest city in Canada. He was born and raised at Wingham, Ont. coming West as a lad. These were the busy days in the vehicle trade and Mr. Anslie entered a retail vehicle and implement business at Manitou, where for two years he followed the retail trade in all its phases.

G. E. ANSLIE

Coming to Winnipeg, he entered the offices of the McLaughlin Carriage Co. as bookkeeper. By sheer ability and indefatigable energy he rapidly advanced, proving to be an expert salesman, and with administrative ability which enabled him to keep in touch with the multifarious duties of carrying on a large branch business. Graduating from the vehicle business, he has developed with the automobile—being acquainted with McLaughlin cars from the first models marketed to the full line sold today. From both an office and traveler's standpoint he is intimately acquainted with the automobile business. Mr. Anslie is a hard worker—and has ever been one to put business first. Possessed of great tact and selling ability, he has the valuable quality of rapidly handling the intricate detail of a large business. His long experience, coupled with his energy and marked ability, admirably befit him for the important position of manager of the Montreal branch of the McLaughlin organization. Known to a wide circle of automobile and vehicle dealers throughout Western Canada, we join with them in wishing him every success in his new sphere of action, in which we feel sure he will prove to be the right man in the right place.

On the event of his leaving Winnipeg, the McLaughlin Carriage Co. entertained Mr. Anslie at the Fort Garry Hotel on September 3rd. The majority of the West Canadian travelers were also present. In the absence of Manager R. McKenzie, who had gone east on business, F. E. H. Luke, city salesman, occupied the chair. In a eulogistic speech the chairman on behalf of his business associates, presented Mr. Anslie with a gold watch and chain, expressing regret at his departure and voicing the esteem in which he was held by his co-workers. Mr. Anslie suitably replied, stating that his recollections of the years spent in the Canadian West would ever be happy ones.

A letter from Manager McKenzie was read, in which he reviewed Mr. Anslie's career with the McLaughlin organization, commenting on his indefatigable energy, close attention to detail and whole-hearted co-operation and loyalty. Mr. McKenzie stated that his record was one which should be an incentive to every man in the organization; he regretted his departure, as for more than ten years Mr. Anslie had been his right-hand man. In glowing terms, Mr. McKenzie reviewed the work done by his former assistant and wished him every success in his new sphere of action. Several other speakers rounded off a happy and sociable evening.

Advertising is a lubricant that helps speed up the machinery of production and distribution, so that a commodity may be quickly, thoroughly and cheaply marketed on a large scale.

Who Sells "MALTESE CROSS" Goods in your Neighbourhood? If we have no Dealer near you, this is your Chance!

PARAGON TREAD TIRES
"By Miles the Best"

Scientifically constructed, from the best fabrics, in Canada's most up-to-date tire factory. We build 30 years experience in rubber manufacturing into every "Paragon" Tire. Black Tread—Red Side Walls. Their unequalled reputation, backed by extensive advertising, makes sales easy for the dealer. The tread stock of a Paragon is the most stubborn, wear resisting rubber, and the sub-structure of fabric makes the tire stand up to the sledge-hammer blows of the roughest road. For economy, mileage, service and durability you can sell—or use—no better tires. We back them by our reputation as makers of Canada's best tires.

WRITE THE NEAREST BRANCH FOR OUR PROPOSITION

GUTTA PERCHA & RUBBER, LIMITED

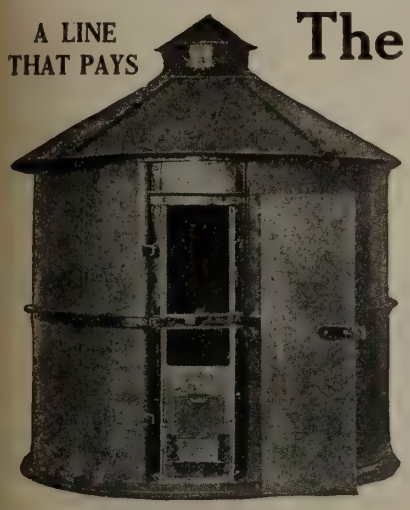
Factories : TORONTO

WESTERN BRANCHES:

Winnipeg Fort William Regina Saskatoon
Calgary Lethbridge Edmonton Vancouver

Sell Grain Protection that Protects

A LINE THAT PAYS



The "STAYPUT" ALL STEEL GRANARY

Fireproof Weatherproof Verminproof

CAPACITY 1,000 BUSHELS

The only upright portable granary built with but sixteen sections in walls and same in roof. Easily erected—only a wrench required. All steel frame; reinforced interior construction and roof. Interchangeable sections. Interlocking joints on interior. Cupola can be raised or lowered to regulate air for ventilation.

Best Built Easiest Erected Best Ventilated

The "Stayput" is absolutely flaxtight. Walls are heavy 22 gauge steel, with four strong angle iron bands that are bolted on every section. Sections clamped with special interlocking clip. Roof bolted solid to heavy angle iron frame—cannot blow off. Base angle iron bolts to platform. Bunkerboards—an exclusive feature—run from floor to roof, with a slide section at floor. Any roof section can be removed in a minute—allowing filling from any side. Can be used as a round tank or extended to any length desired. Makes a splendid implement shed. Sells against any competition. Liberal profit to dealers.

DEALERS: GET THE AGENCY FOR THE "STAYPUT"

Cushman Motor Works of Canada, Ltd.

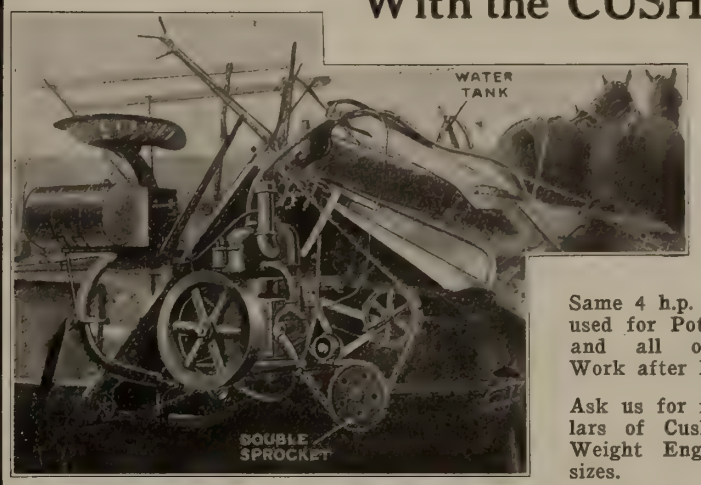
Builders of Light Weight, High Grade, Gasoline Engines for Farm Power Work.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

EXCLUSIVE SELLING AGENTS FOR:
Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

Cushman Binder Engines For All Farm Work

Get the LIGHT WEIGHT BUSINESS With the CUSHMAN

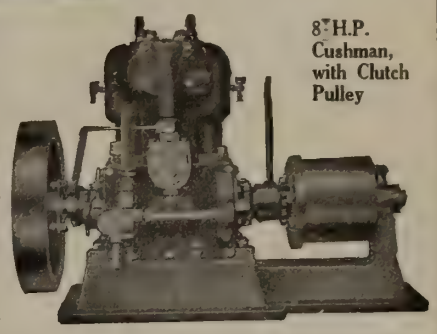


Same 4 h.p. Cushman is used for Potato Diggers and all other Farm Work after Harvest.

Ask us for full particulars of Cushman Light Weight Engines in all sizes.

4 H.P. weighs only 190 lbs.; 8 H.P. only 320 lbs.; 15 H.P. only 780 lbs., and 20 H.P. only 1200 lbs. Very light weight, quiet, steady-running; very reliable power. Farmers like them, and they sell in the winter as well as the summer. The demand has kept our factory running night and day.

All Cushman Engines are Throttle Governed and run very quietly; have Automatic Intake Valve and Closed Crank Case, with moving parts running in bath of oil; Friction Clutch Pulley and Forced Water Cooling System. NO MATTER WHAT ENGINES YOU SELL YOU CAN SELL CUSHMANS ALSO.



8 H.P. Cushman, with Clutch Pulley

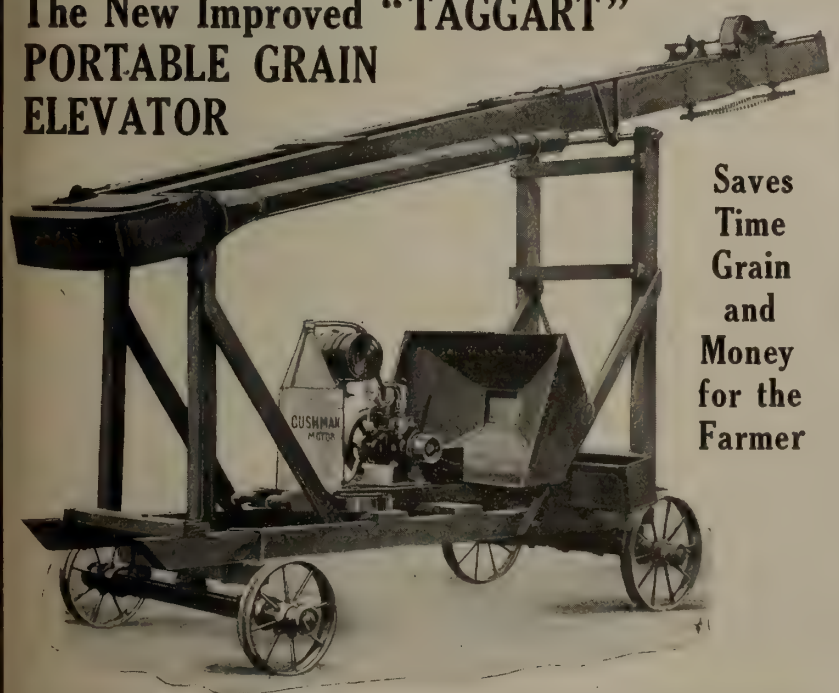
BUILD YOUR BUSINESS BY SECURING THE AGENCY FOR CUSHMAN ENGINES

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST., WINNIPEG, MAN.

The New Improved "TAGGART" PORTABLE GRAIN ELEVATOR



Saves Time Grain and Money for the Farmer

THE BEST IN PORTABLE ELEVATORS

Dealers make good profits and give their customers more all-around satisfaction selling "TAGGART" Elevators. Made stronger, and have desirable features for which the practical farmer is looking.

HAS GREATER CAPACITY—RUNS EASIER

The New Improved "TAGGART" gives the greatest obtainable efficiency in elevating grain. Eliminates drudgery; handles 750 bushels per hour, with ease, at the car or bin. Built throughout of the best materials. Exceptionally rigid design; hopper and conveyor are adjustable; flow of grain is regulated by cut-off slide. Worm conveyor; extra large buckets and flexible spout deliver the load to any angle or height up to 21 feet. Very reasonable in price.

ASK FOR OUR LIBERAL PROPOSITION TO DEALERS

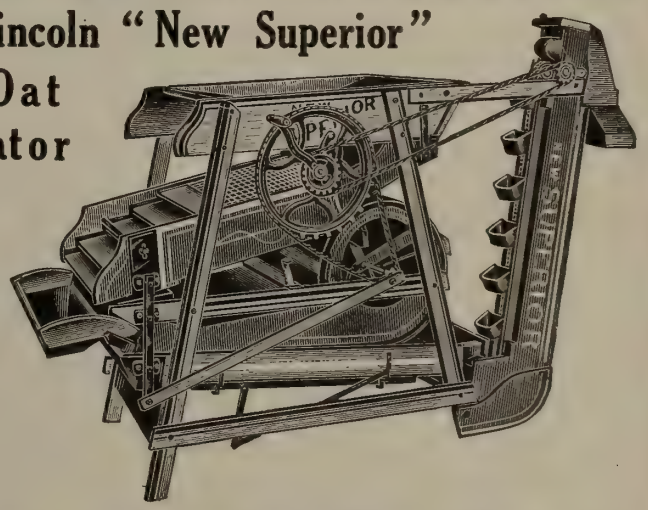
Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

KING OF WILD OAT SEPARATORS

The Lincoln "New Superior" Wild Oat Separator



With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

Attention and Repair Business

That sales can be increased fully one-half by a little extra attention to the repair business is the statement of H. M. Railsbeck, publicity director for Deere & Co., Moline. He says in part:—

"The demand for repairs is increasing and is going to increase as time goes on. This is due mainly to the scarcity and high price of all raw products entering into the manufacture of new implements. Every John Deere dealer should take an inventory of his repairs in stock and group them so that they can quickly be found when asked for. And don't forget that this will give you a line on your repairs so that you will know what repairs you'll need when you place your initial contract order for complete goods. That is the time to place your stock order for repairs."

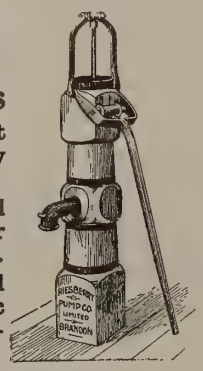
It's a wise policy to order early if you don't want worry.

PUMPS
AND
Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street, Brandon, Man.

A Great Thresher Concern

In a recent address, Milton H. Pettit, vice-president and general manager of the J. I. Case T.M. Co, Racine, Wis.. gave some interesting facts on the part that this organization plays in the community. He pointed out that during the present season the company's plants will produce $16,000,000 of product, which machinery, placed in a line, would form a procession forty miles long.

The company employs approximately 4,200 men in Racine and in the field, with an annual pay-roll of $4,500,000. Of these men 3,350 reside in Racine, and the annual pay-roll of the employees in that city is in excess of $3,000,000.

This year the company inaugurated an apprentice system under which young men of promising ability can receive intelligent training for various trades. There is now an enrollment of twenty-six, divided among machinists, tool makers, pattern makers, draftsmen and radiator workers.

The company receives in raw materials, approximately 3,500 carloads per year, and ships from Racine approximately 4,750 carloads of machinery annually. These shipments would make a train approximately forty miles long. It uses long enough lumber per year to build 5,000 six-room frame houses. It uses enough paints and varnishes to paint 10,000 six-room houses with two coats and in a good variety of colors. Its coal consumption is 30,000 tons per year. During the present year the power machinery which the company will produce up to Oct. 1 next, will have a capacity for producing, for the farmers who buy it, 250,000 horse power.

"HERO" Fanning Mills

ARE made only by the Hero Manufacturing Co. and have exclusive, patented features not used on any other mill sold in Canada. These mills are sold through the trade only, and under no other name except "HERO." Messrs. D. Ackland & Son, Ltd. have been appointed Sales Agents, and positively guarantee delivery on all mills sold. Deliveries now being made. Get a sample Mill on your floor and watch it sell itself.

HERO Fanning Mills are now made by a completely reorganized company. The mills are made stronger and better than heretofore, and in quantities to supply all demands. Line up your needs and order now.

Three Sizes:
24, 32, 48 inches

Profit by the Big Fall Demand for "HERO" Fanning Mills

Do not contract for your Fanning Mill requirements until you have looked into the "HERO" proposition. You cannot afford to sell anything but the BEST. "HERO" mills are the BEST in grain cleaning machinery.

Manufactured and Guaranteed by the HERO MANUFACTURING CO. LTD.

Exclusive Sales Agents for Western Canada

The Best Place **D. Ackland & Son, Limited** *The Best Goods*

Calgary
Edmonton

TRADE D&S LTD MARK

65-68 Higgins Ave.
Winnipeg

Lumber in Canada

The value of the lumber, lath, and shingle output reported by 2,609 mills operating in Canada in 1916 was as follows: Lumber, $58,365,349; lath, $1,743,940; shingles, $5,962,933; total, $66,072,222. In 1916 Canada cut 3,490,550,000 feet board measure of lumber, a decrease of 9.2 per cent from 1915. The cut decreased in all the eastern provinces and increased in all the western provinces as compared with 1915.

During 1916, 57,711 thousand feet were cut in Manitoba, with an average value per thousand feet of $14.74. In Saskatchewan 84,275 thousand feet; value $14.14. In Alberta, 18,350 thousand feet; value $14.39, and in British Columbia 875,937 thousand feet, with an average value per thousand feet of $14.76.

New Experimental Laboratory For Int. Harvester Co.

The International Harvester Company have established an experimental laboratory at the plant at Chicago where tractors are made, for the purpose of carrying on the experimental work on motor trucks and tractors. The work will be under the supervision of E. A. Johnston. Heretofore such work has been conducted at each of the plants where trucks and tractors were produced. The new laboratory will be equipped on a scale equal to that of the best engineering schools and universities. The purpose is to develop the International tractor and truck business along standardized lines.

New Carriage Manufacturing Co. in Montreal

The Dominion Carriage Co., Ltd., has obtained a federal charter with capital of $500,000 to manufacture carriages of all kinds, automobiles, etc., with headquarters in Montreal, Que., where a large factory is now under construction.

The promoters are Messrs. P. T. Legare and J. H. Fortier. Both are from Quebec and belong to the well-known firm of P. T. Legare, Ltd., large jobbers of carriages and agricultural machinery. The managing director will be Fred Arthur, of Montreal, who was up to now general manager of the Heney Carriage and Harness Company.

Washing Machine Men Busy

The American Washing Machine Manufacturers' Association held a meeting in Chicago recently and will meet again in that city on Sept. 12 and 13. It was agreed by members that there is no necessity for increasing raw material stocks much beyond the supply of steel and steel products now in warehouses, or that will soon be placed there.

The Association recently issued a very effective little booklet entitled: "Who Washes Your Clothes?" To implement dealers who handle hand or power washers, the following thoughts from this booklet can be transmuted into very effective sales talk:—

"The farmer cannot secure the utmost production unless he uses machinery — labor-saving devices —wherever and whenever possible. He needs additional labor to harvest the enormous crops — and will need this labor as year follows year. Additional labor on the farm means extra work for the farmer's wife.

"Will she, alone, be expected to carry the enlargened burden of the kitchen and home or will she persuade her husband to install for her labor-saving household devices? Who will keep the clothes clean?

"Will the farmer's wife spend her days over the old-fashioned, obsolete wash tub and her nights over the old-fashioned ironing board? Or will she purchase a washing and an ironing machine?

"Will she break her back and ruin not only her own health, but endanger that of the next generation by working over a wash board, or will she save her time, her money, and her health by using a washing machine?

"In the rural home, the washing has to be done at home, where, for sanitary reasons, the family washing ought to be done. Why should it be done by old-fashioned methods?

"If the intelligent farmer who has purchased up-to-date labor-saving implements for use in his work will but think about it, he will not permit his wife to kill herself and endanger the life of the coming generation doing her housework by ancient methods.

"Farming in this country is daily becoming more and more of a science. Successful farming demands the latest labor-saving devices and machinery. The same thought and attention which has been applied to farming and farm methods if applied to the daily household tasks would revolutionize the work of the farmer's wife.

"Is the washing done in a scientific way in your customers' homes, Mr. Dealer? If not, why not?

Tractor Demonstration in Wisconsin

The Wisconsin State Fair, to be held at Milwaukee Sept. 10-15, will include a very attractive tractor show and demonstration. The tractor show will occupy a space in the centre of the fair grounds, with a frontage of 1,500 feet. It is believed that a good many different makes of tractors will be shown. In addition to the show, arrangements have been made to use 1,200 acres of land for a tractor demonstration.

Tractor Demonstration in California

The second annual tractor demonstration on the Pacific Coast will be held at Los Angeles, Cal., Sept. 18 to 22. Plans are being made to entertain 100,000 visitors. The exhibits will be enlarged to include also implements and automobiles. The demonstration will be held under the auspices of the Traction Engine and Implement Dealers' Association of Southern California, which maintains headquarters in Los Angeles.

Automobiles in the West

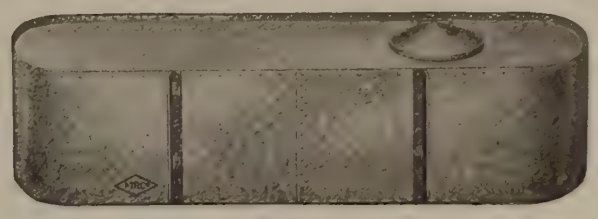
In Saskatchewan, up to and including July 31, 1917, automobile number plates to the number of 28,860 were issued, being the largest number issued in the history of that province. In 1910 the number of automobiles in Saskatchewan was only 531; in 1914, 8,027, and in 1916, 15,600.

In Alberta 423 automobiles were licensed in 1910; in 1914, 4,728; in 1916, 9,703, and this year, up to July 25 last, the number of licenses issued was 17,700.

Manitoba's record up to July 25 of this year showed a total of 15,975 automobile license plates issued.

"EASTLAKE" TANKS "EASTLAKE"

Represent a superior line for those IMPLEMENT DEALERS who will sell nothing but the best.



ROUND END WAGON TANK

The "EASTLAKE" Line includes the Famous
"EASTLAKE" PORTABLE GRANARY
ALL KINDS OF STOCK TANKS AND TROUGHS
CISTERNS AND HOUSE TANKS
WELL CURBING, TANK HEATER, Etc.

OUR TANKS ARE *RIGHT* IN EVERY RIVET

WRITE FOR THE AGENCY TO-DAY

and get the benefit of our heavy advertising. The BIG RUSH of FALL ORDERS is just starting.

The Metallic Roofing Co., Limited
MANUFACTURERS—WINNIPEG, MAN.

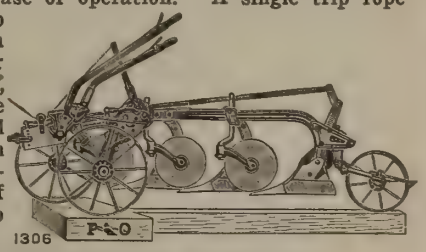
P & O

Little Genius Tractor Plows
For Small Tractors

The P & O Little Genius will help you to do your bit by helping to solve the labor and feed problem. One man can operate a P & O Little Genius outfit, and the tractor eats neither hay nor grain. The Little Genius is built for hard and continuous service—it has been tried and has made good.

The Little Plow with the Big Record

The P & O Little Genius has been on the market less than three years, but it has become known all over the world for its wonderful sturdiness, efficiency, lightness of draft and ease of operation. A single trip rope enables the tractor operator to handle the plow from his position at the steering wheel. The power lift operates on all three wheels, giving a high level lift. Ample clearance where clearance is needed makes it especially successful in trashy soil. Splendid bottoms insure efficient work and lightness of draft. The hitch is adaptable to any tractor.



WRITE FOR P & O TRACTOR PLOW CATALOG

Made by PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.

International Harvester Co. of Canada, Ltd.
SALES AGENTS FOR CANADA

Winnipeg Brandon Regina Saskatoon North Battleford
Yorkton Estevan Calgary Edmonton Lethbridge

Some Enquiries and Their Replies

We have received the following letter in regard to the Brandon Plowing Demonstration from J. A. Morcombe, implement and vehicle dealer, Cypress River, Man. Mr. Morcombe wrote:

Cypress River, Man., Aug. 23, 1917.
Canadian Farm Implements,
812 Confederation Life Bldg.,
Winnipeg, Man.

Gentlemen—

As a subscriber to your paper since its first issue, I would thank you to answer the following questions in your next issue if possible, with reference to the advertisement which appeared in your August issue on page 21.

1. Did the "Happy Farmer" finish first out of 23 tractors?

2. Did it plow an acre in 45 minutes, 6½ inches deep, at a fuel cost of 31 cents?

3. If the above questions are answered in the affirmative, who were the inspectors of the demonstration that verified this work?

Rule 3 of the Tractor Plowing Demonstration, as given on page 4 of your June issue, 1917, states that all plowing done in the demonstration must be at a uniform depth of 5 inches. This rule and the statement in the advertisement referred to do not appear to conform with each other.

Thanking you for your attention and for space in your paper, I am,

Yours truly,
John A. Morcombe.

We submitted the above enquiries to E. W. Hamilton, Winnipeg, who was the field director in charge of the Brandon Plowing Demonstration. In reply to them Mr. Hamilton makes the following observations:

Winnipeg, Canada, Aug. 31, 1917.
Canadian Farm Implements,
812 Confederation Life Bldg.,
City.

Gentlemen—

Replying to your communication with regard to some enquiries that were made by one of your subscribers, I would say, first of all, that the Brandon Plowing Demonstration was never intended to be, and was not carried out as a test in any sense of the word, and my assumption was that all of the firms entering tractors in that demonstration entered with that idea in mind. This being true, the "Happy Farmer" Tractor did not finish first, with any official sanction, and in so far as I am concerned I did not know whether it finished first or last, neither do I know that it plowed an acre in forty-five minutes, six and a half inches deep, at a fuel cost of 31 cents per acre.

The fact of the matter is that none of the tractors entered had quite a sufficient amount of land to occupy all the time that was allowed them, with the result that most of the tractors—in fact, I might say all of them—were required to stop from time to time in order that they might not finish too soon.

None of the tractors entered were in any way observed or watched by any one in an official capacity, to determine what they were doing, or how much they did, or in what time they did it. Any statements made by any of the tractor concerns entered are to be taken wholely and solely as statements of their own and in no wise official. No more attention should be paid to statements made by any of the concerns entered than if the work had been done elsewhere on private fields.

As regards rule 3 of the demonstration conditions, it was originally intended that all plowing should be done at a uniform depth of five inches, but the condition of the soil on the plowing field did not permit of this being absolutely carried out, with the result that a number of the tractors plowed at a greater depth than that prescribed by the rules.

Trusting that this answers your enquiry, I am,

Yours truly,
E. W. Hamilton,
In Charge of Demonstration.

Loans to Farmers in the U.S.

During the month of July, according to U.S. Government figures, the Federal Farm Loan Board filed applications from farmers for 5 per cent long time loans amounting to $34,310,652, or more than a million dollars per day.

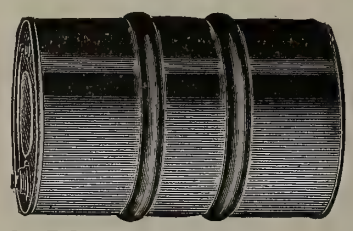
The Board has recently completed its first year of service, the members having been sworn in August 7, 1916. During the year the co-operative banking system for farmers, established under the U.S. Federal Farm Loan Act, has been put into complete operation in every state and loans to farmers are now being approved at the rate of nearly one million dollars a day. About 25 farm loan associations are being chartered daily, each association representing nearly $50,000 of loans.

Under the Act farmers are permitted to borrow for the purpose of land purchase; refunding existing indebtedness—such as implements; live stock purchase; clearing and draining land; construction of improvements and the purchase of fertilizer and any machinery necessary in the cultivation of the land. The loans are limited to 50 per cent of the appraised value of the land, plus 20 per cent of the appraised value of the permanent insured improvements.

The Fuel of the Future

It seems evident that within the next ten years a new fuel will be found for the automobile. It has been demonstrated that motor vehicles can be driven by benzol, a by-product of coke. It is however, likely that kerosene will drive the automobile of to-morrow. New feeding devices will be invented; new and simple carburetors will be devised; a new engine will be created. All this automobile manufacturers have foreseen, for they realize that when gasoline gets prohibitive the cheaper fuel will have to be used. When the crude oil supply dwindles, and kerosene advances to a high figure, the alcohol engine or the small storage battery will likely be developed to meet the needs of mechanical propulsion.

Time for grain tank sales.

MAX
GASOLINE AND OIL BARRELS
Shipping
Storage
Half

WRITE TO-DAY FOR FULL PARTICULARS AND PRICES OF THIS PROFITABLE LINE.
Winnipeg Ceiling and Roofing Co., Limited
Manufacturers of Sheet Metal Building Goods and Farm Specialties
P.O. Box 3006 F.I. 5 Winnipeg, Man.

DEALERS—GET THE AGENCY FOR
MARVEL TIRE LIFE
INSTANTLY AND PERMANENTLY SEALS PUNCTURES

MARVEL TIRE LIFE is not a tire filler, but a treatment which occupies only 5 per cent. of the space in tire, leaving 95 per cent. of the space for air.
It is transferable from one tire to another.
It removes from 90 per cent. to 95 per cent. of the cause of rim cuts.
It prevents two-thirds of the causes of blowouts.
It is unaffected by extreme cold or extreme heat.
It plugs slow leaks and preserves the rubber of tires.
Does not harden or become gummy. Remains liquid indefinitely. Simply a semi-liquid that floats around the inner tire searching for and filling every puncture however small.

WRITE FOR FULL PARTICULARS AND LIBERAL AGENCY OFFER
DAVIS IMPORTING COMPANY
48 Sylvester-Willson Bldg. Winnipeg, Man.

Quick Sales AND Good Profit
You need very little floor space to display a "SPECIAL" Grader and Cleaner, and for several months ahead you can put through many profitable sales. One thing about the
"SPECIAL" Grader and Cleaner

is the way the screenings are delivered out from under the mill—a point farmers will be quick to see the advantage of. Illustration shows the "SPECIAL" No. 4. There are several other sizes—all guaranteed to do good work, and to give long satisfactory service. Get one working in your neighborhood—the rest will sell themselves.
Dealers—Get Particulars
Be a "SPECIAL" agent. Let us tell you also about our "ROTARY" and "MARVEL" automatic picklers, "CHIEF" smut machines and "EMPIRE" grain saving attachment. Labor shortage and high grain prices will make sales very easy with our line. We have a proposition worth while—Will you write us to-night?
METAL SPECIALTY COMPANY, LIMITED
13th AVENUE :: REGINA, SASK.

Power-Drive and Implements

When first the engine was adapted to the binder the farmer was sceptical. Then when he saw that an engine on the binder actually saved a team, that more and better work could be done with two horses on the binder with the engine than with four horses without the engine, that it was easier on the machine, he was not long in adapting it, particularly when he realized that he was getting an engine that he could use in addition for his all purpose general farm work, running his wood saw, feed grinder, fanning mill, etc.

The modern farmer does not keep three or four extra horses to-day to be used at different seasons of the year for special or limited use. He has it figured out that the keeping of these horses costs him good money, and is reducing the number of horses to lowest possible minimum number. The binder engine, automobile and tractor are all factors in reducing horse expense. And the binder engine, beyond general farm work, can be adapted for that excellent machine, the potato digger.

As in cutting grain it is saving farmers money in harvesting the potato crop. The farmer realizes the value of the light-weight engine for his digger in dollars and cents. He realizes that an engine relieves his horses of the load and that only two horses are needed with the engine as against four horses on the machine without the engine; that he can do more and better work; that it saves his machine in relieving it of the stress and strain due to irregularity of movement of horses and condition of the ground when engine is not used. With the engine, it is a steady, continuous operation without regard to these conditions.

With the engine attached to the potato digger for driving the elevator, shaker, etc., the team can be stopped when it becomes too heavily loaded until the engine clears the elevator and shaker. When working with horses, if the machine strikes heavy work it cannot be freed from the overload without driving ahead, and that increases the load already on the machine. It is impossible to stall the digger when the engine is attached.

We hear a great deal these days about creating new business. Here is an opportunity for increasing the sale of light-weight, high speed engines—the type which are compact and have smooth running qualities. A new field can be opened up; the dealer can sell such an engine for doing general farm work, operating the binder or the mower, and at this season, for attaching to the potato digger, so that the potato crop may be more economically harvested.

Vive la "Spud"

The importance of the potato as an article of food has been brought home this year as never before, and this year a tremendous acreage has been planted, taking into consideration fields, garden plots, "crazy patches," etc. The tuber has become one of the essential factors in meeting the high cost of living.

Western Canada grows a vast acreage of potatoes, and more and more it becomes evident that the Western Canadian farmer is going to use machinery for handling the crop in all its stages. He realizes that the use of proper potato machinery means greater yields, better marketable stock and more profit. The grower attempting to raise potatoes on a commercial scale and not employing machines cannot hope to compete with his neighbor who does, and he knows it, so he too is a user of potato equipment to-day.

The variation of soil conditions throughout Canada requires different style machines. The Aspinwall digger of six foot type, as well as seven foot type, with agitating rear rack, with vine turner and kicker, and with extension elevator, are all used in this great country, the six foot machine with agitating rear rack or vine turner and kicker where the soil is not so heavy, the six foot digger with extension elevator where the soil is a little harder, requiring more separating surface, and the seven foot machine where the land is difficult to break up and clods must be separated from the potatoes. As much as ten feet of separating surface is provided with the seven foot machine with extension elevator, so the capacity of this machine can be appreciated by potato growers.

Another Tractor Attachment

The Minneapolis Tractor Unit Company, Minneapolis, Minn., has been organized to make a new attachment for Ford cars which will be known as the Minneapolis tractor unit. W. E. Findlay, Chas. H. Stinson, and W. B. Gleason, are interested in the concern.

Manure is Valuable

At the present prices quoted for commercial fertilizers, barnyard manure is worth $8 to $9 a ton for use on farm crops.

Eight tons of manure reinforced with 320 pounds of acid phosphate has been as effective in increasing crop yields as the same quantity of acid phosphate mixed with 480 pounds of nitrate of soda and 260 pounds of muriate of potash, in tests covering 20 years at a U.S. experiment station.

Nitrate of soda now costs nearly 4c. a pound, and muriate of potash 20c. At such prices the eight tons of manure has had a replacement value of at least $70.

Every pound of manure saved and used with the utmost economy will relieve the fertilizer situation this year and put crop yields on a higher level.

Gas Fuel From Straw

Like wood and coal, straw may be distilled in closed retorts and the result is a good inflammable gas, 10,000 cubic feet of gas per ton of straw after it has been scrubbed and the tar and ammonia removed from the gas. It is estimated that Western Canada has an annual yield of over 20,000,000 tons of straw in an average year. The heating value of straw gas is 400 British thermal units per cubic foot, so that if all the straw of Western Canada could be turned into gas the result, converted into power, would produce twenty-two billion horse power hours, or seven times the power obtained from the Niagara Falls.

ASPINWALL ELEVATOR POTATO DIGGERS

SUPERIOR IN:

WORKMANSHIP MATERIAL SERVICEABILITY

Bronze Bearings Throughout All Essential Parts Machined

LIGHT DRAFT

Brings the Dealer Easy Profits and Satisfied Customers

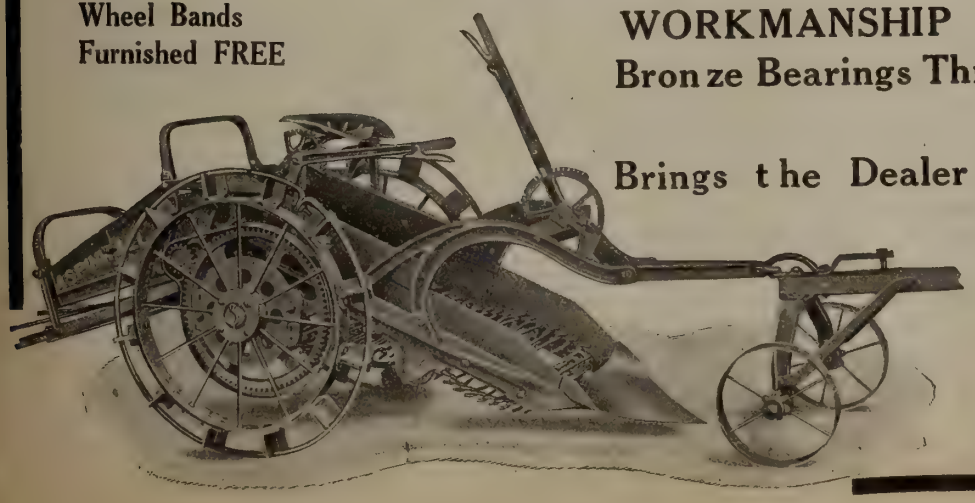
Rank Up to Aspinwall Standard

LET US HEAR FROM YOU

ASPINWALL CANADIAN CO., LTD.

GUELPH :: ONTARIO

Wheel Bands Furnished FREE



Aspinwall Line is Complete—Cutters, Planters, Sprayers, Diggers, Sorters

Looking Ahead

With the steady advance in the price of farm machinery, the dealer is simply compelled to go to his customer with the same proportionate advance in retail prices, and he does not need to proffer any apology.

The farmer as a class has prospered so universally that for several years he has been turning his attention to comforts and luxuries. Witness, for instance, the number of automobiles in evidence at any small Western fair this year. He has been inclined to forget temporarily the importance of his everyday machinery, and since the war started has taken the position that the advances made in the prices of farm equipment, because of increased cost of production, were only temporary. With this idea, in many cases farmers have sat tight and kept out of the machine purchasing business, waiting as they thought for prices to recede to the old basis. Such an idea is erroneous. The manufacturer has had to contend with a steadily increasing market for his materials, with increasing labor cost, and similar conditions in every item of business. Consequently corresponding advances have and shall be necessary in the price of agricultural implements.

At the commencement of the war the demand for munitions and military equipment seemed of paramount importance. It was nearly a year after August, 1914, before Great Britain and her Allies realized that food production was even more essential than the production of munitions. Plans and systems had to be rearranged to cope with the situation, which is of vital importance if we are to win the war.

Agriculture is a seasonal occupation and the tools for it must be ready at stated periods. All over this continent the manufacturers of implements and farm machinery have suffered serious delay in securing raw materials during the past three years, owing to the congestion of orders at the mills and in transportation facilities, with the result that production has been below normal. This year the delays have been greater, especially since the United States entered the war, and had not implements been put upon the preferred list by some railroads when embargoes existed, conditions in implement supply would have been infinitely worse than they were.

The enormous demand for raw materials continues, yet farm machinery manufacturers must have stock to produce the goods for next year's operations. If, for instance, tillage implements cannot be produced by a given time, the passing of the season renders them useless.

Prices for new machinery steadily advances and it seems evident that prices in 1918 will be still higher so that farmers wherever possible will seek to repair implements which may be utilized. In the retail trade a very heavy demand of repairs seems possible for next spring. It will be wisdom for the dealer, insofar as is possible, to sort up his repair stock, size up all his requirements, and order far ahead as large a stock of repair parts as he can conveniently handle. If left until next spring there is little possibility of getting the necessary repairs in time. A full repair stock should prove a valuable asset in any warehouse.

The cost of materials and the difficulty in procuring same mean that manufacturers will cut down production for 1918 as low as possible, endeavoring simply to meet the demand upon them for the various tools. No manufacturer wants to carry over machines made from stock at present prices and it will be wisdom for dealers to size up their requirements as accurately as they can and order away ahead so that when the seasonal demand comes they will have an opportunity to sell the goods. Toward the end of the year America will get fully into stride with her war preparations, and we may expect increased difficulty in getting raw material and a greater demand than ever for railway equipment. While it is poor policy to stock up too heavily, the average man should be able to gauge his needs pretty closely. He should send his specifications to the supply sources as early as he can, for only by so doing will be have a chance of assured stocks for next spring's trade.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager — A. A. THOMSON, Editor
811-12 CONFEDERATION LIFE BLDG. Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
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ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, SEPTEMBER, 1917

Hustling is Necessary

In the sale of tractors the dealer must necessarily get to the farmer. It is obvious that the sale of these outfits will not amount to anything in the case of a man who waits for the customer to come to his warehouse. Competition steadily increases, and if the tractor business were to deviate to the automobile dealer, the implement man would realize that the latter will pursue the same policy as he has used in selling automobiles. He would get out and canvass the farmers in his territory. To keep the light tractor business where it belongs, to meet competition and to get a fair share of the business, the implement dealer who hopes to make tractor sales profitable will have to quit the waiting game and get out through his territory.

Fall Thoughts

Many lines of goods are especially adapted to fall trade, such as cream separators, feed grinders, fanning mills, power washers, grain elevators, pumps, granaries, farm wagons, buggies, truck wagons, gang plows, tractors, etc. If a special effort is made on these lines it will increase your volume of business at very little extra cost.

There is one thing of the utmost importance to the dealer, and that is he should remember that the game is but half-played with the selling of the goods; the other half is collecting for the goods sold on credit. And this is the most important half of the transaction. It is an old saying that the implement dealer sells goods six months in the year and the other six months is spent in collecting for them. Now the fact is, we should sell goods twelve months in the year, but be sure not to forget the collection end, and now is the proper time to get this end into action. Get what is due you while the customer has the money; get it now, or keep everlastingly at it until you do get it.

Credit and Its Aftermath

You all know the fellow who works so hard and continuously that he has corns on his hands, and he's perfectly round-shouldered from hard work and honest toil, yet he is never up with the season, and he is always behind in paying his bills. He may be entirely honest, and will pay up some time, but his is a very unsatisfactory credit.

We are all a little too anxious at times to get out lots of goods. The stories we sometimes hear of our competitors in our own or neighboring towns, selling fifteen or twenty of this implement or a carload of certain machines, makes us, perhaps, sort of desperate or nervous, and we are liable to take chances that we ought not to have taken, and our fear lest we lose the sale prevents us from taking proper, if any security at all, with the result that a very bad credit is made that will require all the skill, patience and diplomacy of the collector.

Good collectors, like poets, are born, not made, but careful observation, persistency and determination will certainly improve the poorest of us. We think what a good many retailers need when acting in the capacity of a collector is a "backbone brace." We ask our customers for our own money about as one might ask a friend to go his security on a note.

There is no reason for this. As a rule, you never attempt to collect an account until it is due, or past due, and you ought to be able to go right up to the customer or write him, in a gentle but firm way and tell him you need and want the money. Of course, it takes an artist to always get the money and retain the customer's good will, but it does not seem to the writer you gain anything by going at it like a weakling.

A great combination, if embodied in one implement dealer, would be the power to be a first-class salesman and the ability to be a good collector, not only having these qualifications, but using them. A first-class salesman can make good credits and easy collections, and he will if he is really first-class. It makes all the difference in the world, whether you give your customer the impression, when you are making the sale, that he needn't worry about the paying, or whether you give him to understand when terms are agreed upon that he will be expected to live up to his part of the agreement; that the house has bills to meet and must figure accordingly; that they stand ready to extend him credit and any reasonable accommodation, but that when the day of reckoning comes round he must be prepared.

Protecting the Dealer

While it is true that the dealer may jump to conclusions and assume that a manufacturer has sold goods to a direct selling concern merely because charges have been made against the producer of the goods, such a possibility is all the more reason why manufacturers who claim to protect their dealers should keep their hands absolutely clean in this regard. It is impossible to assume that a vehicle, sleigh, feed grinder or any other line of goods can come into a territory via the direct sold route, and the dealer not be aware of the fact sooner or later. The mere matter of a missing name plate, or a Joseph's coat of different colors on the implement do not always hide its identity.

When a manufacturer elects to operate his business through the ranks of the retail trade it is imperative that to best promote his own interests he protect those of the men selling his line. He must be as loyal to them as he expects them to be to him and to his goods. That is part of the implied contract on both sides, and though it may be difficult to find it "in the bond" it remains a condition nevertheless. On the other hand if he prefers to go to the consumer direct he owes the retail dealer nothing and is thereby not entitled, and is not likely, to expect anything, but hard knocks from them.

In a country such as Western Canada it is improbable that any manufacturer, or his representative, who goes after the patronage of the dealer, will fail in his object, providing he seeks the business systematically and energetically. Perhaps the fault lies in the product for sale, the price quoted, the terms offered, or, perhaps, it is due to half a dozen other causes, yet if the goods, quality and price, are right, the dealer is not slow at pushing any line in his community. To interest the trade the product must be up to the standard in the eyes of those engaged in retailing it, and it must be procurable at a price that ensures a respectable profit to them. No concern can face two ways in this matter of selling farm machinery lines.

Business Misfits

There are a lot of fellows in this world who are drawing salesmen's salaries when by rights they should be receiving the wages of a good clerk. To call on a dealer and book him for what he wants instead of what he really needs is not necessarily salesmanship. It may easily be simple dictation into a book, and that certainly does not mean that the man who wields the pencil is a salesman. The mistake of fitting a square peg into a round hole is made just as often in the profession of salesmanship as it is in others. Many a good mechanic is trying to sell goods, and many a good salesman is driving nails or wiping an engine.

Care and Correspondence

Lack of accuracy of detail in business correspondence is the cause of much "grief," both to the recipient and the writer. For instance, a dealer, having a customer who is in a hurry for a machine or a repair, who must have it at the earliest possible moment or suffer partial loss of some of his crops, through inaccuracy or carelessness of description in his order, or failure to note the correct number, puzzles the jobber or manufacturer so that he is unable to determine exactly what is wanted. It is then necessary to write back to the dealer and request a more complete and accurate description. Possibly the reply is as obscure as the original order, and so occurs a double and doubly disappointing delay.

Further, carelessness in business correspondence is apt to indicate a corresponding carelessness in other business methods, and the man who is habitually careless in correspondence is likely to be slack in his buying, in his selling and in his collections. Thus this apparently trivial fault may easily lead to the impairment of a man's credit and to his eventual downfall as a business man.

Save the Gasoline

Figures are not available to show the amount of gasoline used in Canada annually for pleasure riding, but the United States Government computes that 1,250,000,000 gallons are consumed in that country for joy-riding every twelve months.

For military purposes there is an enormous demand for gasoline. It is required by both Great Britain and her Allies for aeroplanes, trucks, tractors and other machines. There is no way of obtaining the immense demand save by conserving the existing supply, and this economy may be effected by voluntary cutting down of pleasure riding. The man, for instance, who takes his family out on Sunday for a 50-mile ride can cut this in half. The following suggestions may appeal to those in the farm machinery business who own automobiles:

1. Do not allow your engine to run idle.
2. Use kerosene, not gasoline, for cleaning purposes in the garage.
3. See to it that the carbureter does not leak. Form the habit of shutting off the gasoline at the tank.
4. By judicious regulation of the mixture of gasoline and air in the motor, both greater power and economy of fuel may be obtained.

Automobile owners need not lay up cars, but should use them either for trade or pleasure purposes thoughtfully and judiciously. If this advice is followed there will be no undue scarcity, for North America possesses an abundant supply for ordinary purposes.

Good Display Pays

In new or special kinds of machinery any farmer would always be pleased to have the opportunity of inspecting for himself the machine and the work it can do. The up-to-date dealer who expects to push sales should always have a sample at least of such a machine on his floor, and we just want to say this, that if he has something new that will render genuine service to the farmer he is only doing the farmer a good turn by calling to his attention such new machinery and pushing its sale.

Personal

J. B. Berry is a new automobile dealer in Regina.

James Burns is a new harness dealer at Ninga.

John McLeod is a new automobile dealer at Bideford.

L. Pelissier has opened a harness business at Mazenod.

Hope & Son now carry on an automobile business at Three Hills.

N. Batalden has commenced a garage and automobile business at Enchant.

H. Berlen is opening a new garage and automobile business at Grassy Lake.

G. R. Kilburn is a new auto. repair man and accessory dealer at Champion.

W. A. Dean, Oak Lake, has sold out his automobile business to J. L. Storey.

J. H. Smith, the implement dealer at Sperling, has taken W. T. Rehill as a partner.

A. E. Godsmark, mgr. Metal Shingle & Siding Co., has returned from a vacation.

Peter Askin is a new dealer at Torquay. Peter has a surname that betokens a good collector.

J. P. Hagerman has bought out the implement business at Chaplin formerly carried on by D. B. Lockwood.

W. O. Lyons, harness dealer, has sold out his interests at Grassy Lake and has started up at Burdett.

A new machine concern recently incorporated at Vancouver is known as the National Machinery Company.

Heath & Morrey, hardware and implement dealers at Shackleton, have sold out to a firm named G. W. Gimby & Son.

J. L. Neilson & Co., machinery agents at Winnipeg, recently suffered considerable damage by fire in their premises.

D. A. Bruce, harness dealer at Meyronne, has taken a partner into the business, which is now known as Bruce & Hewitt.

F. J. Whalley, the automobile dealer at Moose Jaw, has sold out to a newly incorporated concern known as Moose Motors Ltd.

E. C. F. Kalass, hardware and implement dealer at Langenburg, has sold out to a firm doing business under the title of Cooke Bros.

Zaiser Bros., harness dealers at Estuary, were burned out in a conflagration that recently swept that town. Their loss is covered by insurance.

F. E. Block, who carried on a hardware and implement business

at Heisler, has sold out his interests at that point to a firm named Pride and Cooper.

J. J. O'Neill, who carries on an implement business and restaurant at Etzikom, has sold out the latter and will concentrate on the machinery lines.

J. E. Ruby, general manager of the Frost & Wood Co., Smith's Falls, Ont., accompanied by Mrs. Ruby, is at present on a vacation in the Canadian West.

W. D. Henry, the Massey-Harris agent at Grassy Lake, reports exceptionally heavy sales of binders and other harvesting equipment this year.

On August 24th, Albert Teggs, an employee of the International Harvester Co., Brandon, had one of his legs very badly smashed by part of a separator falling on it.

The Great West Saddlery Co., Winnipeg, has bought out the extensive automobile accessories business in this city formerly carried on by John Millen & Son, Ltd.

We recently had a visit from our old friend, J. Morcombe, the implement dealer at Cypress River. Mr. Morcombe reported business conditions in his territory as being good.

J. McEwen, the popular hardware and implement dealer at Togo, paid us a visit while in Winnipeg recently. Mr. McEwen reports business as being first class, the difficulty being to get the goods to fill the demand.

H. Wiggins, head of the inspection department of the International Harvester factories at Hamilton, Ont., paid a visit to Western Canada during August, stopping off at several branch houses of the harvester organization.

W. H. Whitaker, secretary-treasurer of the Goold, Shapley & Muir Co., Ltd., Brantford, Ont., recently paid a visit to the Winnipeg headquarters of his company. Mr. Whitaker also visited Portage la Prairie while in the West.

J. J. Ball and Floyd M. Smith, implement dealers, who formerly carried on the Viceroy Implement Co., in the town of Viceroy, have dissolved partnership. Floyd M. Smith now has sole control of the business at that western point.

R. McKenzie, manager of the McLaughlin Carriage Co., Winnipeg, recently paid a visit to the head office and factories of the McLaughlin organization at Oshawa, Ont. He reports the plant hard at work on the McLaughlin 1918 models.

J. A. Latimer, Australasian representative for the Cockshutt Plow Company, is at present on a visit to Canada. Mr. Latimer recently passed through Winnipeg, en route east, to visit the head offices and factories of the Cockshutt organization at Brantford, Ont.

O. P. Maclean, general manager of the Sharples Separator Co., Toronto, paid us a visit while in Winnipeg on a western trip. Mr. Maclean says that the suction-feed separator manufactured by the Sharples Co. is selling bigger than ever in Western Canadian territory.

E. F. Bolte, assistant sales manager of the International Harvester Co., Chicago, recently paid a visit to the Winnipeg agency of the company. Mr. Bolte proceeded west on an extensive tour which will cover all the Western Canadian branches of the International organization.

The Emerson-Brantingham Implement Company of Rockford, Ill., announce the appointment of C. E. Leslie as advertising manager, effective at once. For the past five years Mr. Leslie has been connected with the advertising department of the International Harvester Co.

Hugh T. McManus, manager at Omaha of the Associated Manufacturers Ltd., a concern that specialize in the production of engines and cream separators, during August paid a two weeks visit to Quebec, Montreal and Toronto. A branch of his organization do business in Quebec City.

A. C. Foster has been appointed implement specialty traveler for D. Ackland & Son, Ltd., Winnipeg. Mr. Foster, who has had many years experience in the hardware business, will cover all western territory for the fanning mills, grain tanks and other implement lines handled by the Ackland organization.

W. I. Smale, manager of the Brandon Fair, in a report to the Board, showed that this year's exhibition was the most successful from a financial standpoint in the history of the fair. Manager Smale will take a month's vacation during which he will visit the Toronto exhibition and the large state fairs.

Henry Ford & Son have incorporated their tractor business at Dearborn, Mich., with a capital of $1,000,000, all paid in. The stockholders are Henry Ford, Clara Ford and Edsel Ford, Clara Ford, wife of Henry Ford, owning 3,334 shares out of the ten thousand $100 shares. The balance are owned equally by Mr. Ford and his son.

J. W. Ackland, president and general manager of D. Ackland & Son, Winnipeg, recently returned from a business trip to the hardwood centres of the United States. While away Mr. Ackland placed contracts for hardwoods for delivery as far ahead as the latter part of 1918. He is assured of stock to take care of the output of the Ackland plant for many months ahead.

The staff of the Regina branch, International Harvester Co., are strong on increasing food production. The office staff has 42,400 square feet and the married traveling collectors 20,260 square feet of gardens, a total of about 1½ acres. The traveling collectors wonder how they can cover territory and watch potato bugs at the same time, but the reports of the patches quite eclipse some fishing stories we have heard!

Beatty Bros. Band

The men of Beatty Bros., Ltd., Fergus, Ont., the well-known barn equipment manufacturing concern, have organized a brass band. W. G. Beatty is president, and D'Alton Potter manager. There are over 30 pieces in this band, which has been playing at many different towns in the neighborhood of Fergus.

THE "Acme" TILLAGE LINE

We Help You Close the Sale That's a part of "Acme" service to dealers—one of the reasons why "Acme" sales for 1915-16 were 60% above the previous season's record. We have devised and put into action a strong follow-up system that ***turns inquiries into sales.*** And, inquiries are reaching us by thousands from the four millions of farmers who are reading "Acme" advertising.

"Acme" Pulverizing Harrow

makes a perfect seedbed in all types of soils. "The coulters do the work." They crush clods, level, pulverize and turn the soil twice—all in one operation. They fill air-spaces, compact the lower soil and leave a nice dust mulch at the top. There's an "Acme" for every purpose.

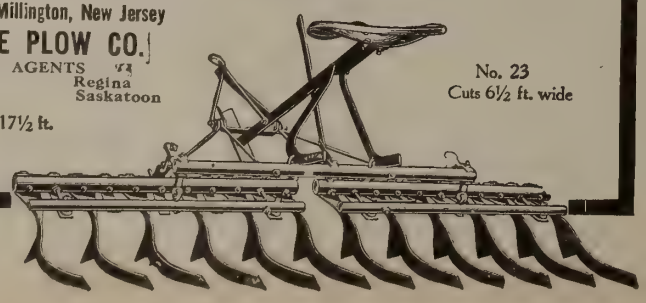
Send at once for dealer's contract.

DUANE H. NASH INC.

107 ELM STREET, Millington, New Jersey

JOHN DEERE PLOW CO.
GENERAL AGENTS
Winnipeg Regina
Calgary Saskatoon

Other Sizes 3 to 17½ ft.



No. 23
Cuts 6½ ft. wide

"The Coulters Do the Work"

Johnston's Granary

Handy. Rigid. Safe.

Protect your grain from fire, lightning and rodents. Set up a Johnston's Granary—metal covered and tight as a drum. The grain can't bulge the walls. You can place it where it will be handiest; and move it from place to place if necessary.

METAL DOOR—LOCKED JOINTS

Johnston's Granary is protected from 4-legged thieves and from fire by galvanized iron walls with locked joints. Iron bands with tension bolts hold the walls against bulging. The door is iron covered. Inside there is a sectional door to hold the grain. The sections of the roof hook together and offer a solid metal resistance to wind, water and snow.

Grains cannot heat or mildew. A 14-inch galvanized ventilator provides plenty of air. Johnston's Granary is fitted at our factories and shipped ready to set up. Full details on request.

Write TO-DAY.

DINNEN GRAIN UNLOADER.

Can be used anywhere on the farm. Send for literature and prices.

The Metal Shingle & Siding Company, Limited,
Winnipeg, Man.

THE DEERE-DAIN

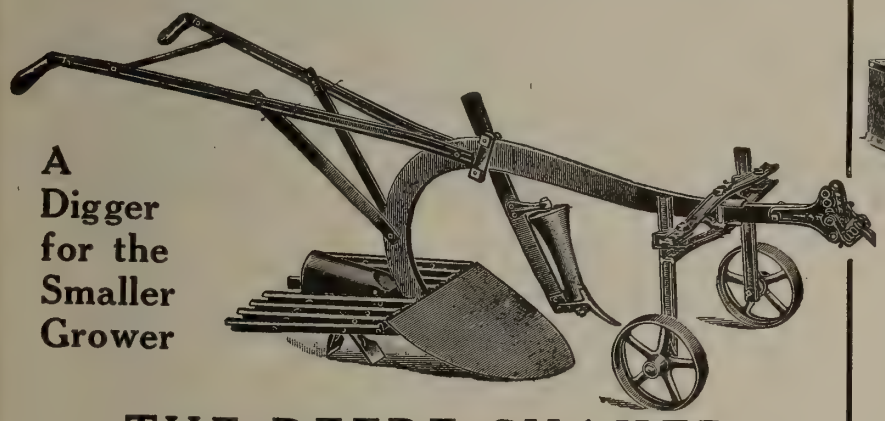
PULL-POWER HAY PRESS

This machine is light draft and consequently must have correspondingly increased capacity.

It is very simple in construction—the Press-Power consisting of only six pieces.

The drawbar and plunger are pulled forward instead of being pushed—thus dispensing with the old-style bulky plunger.

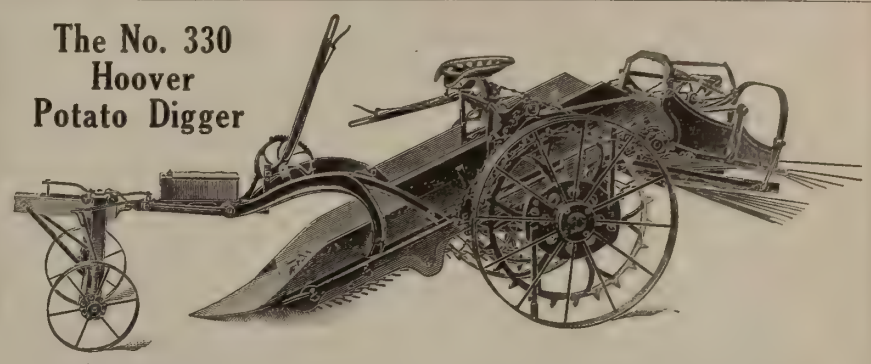
A Digger for the Smaller Grower



THE DEERE SHAKER POTATO DIGGER

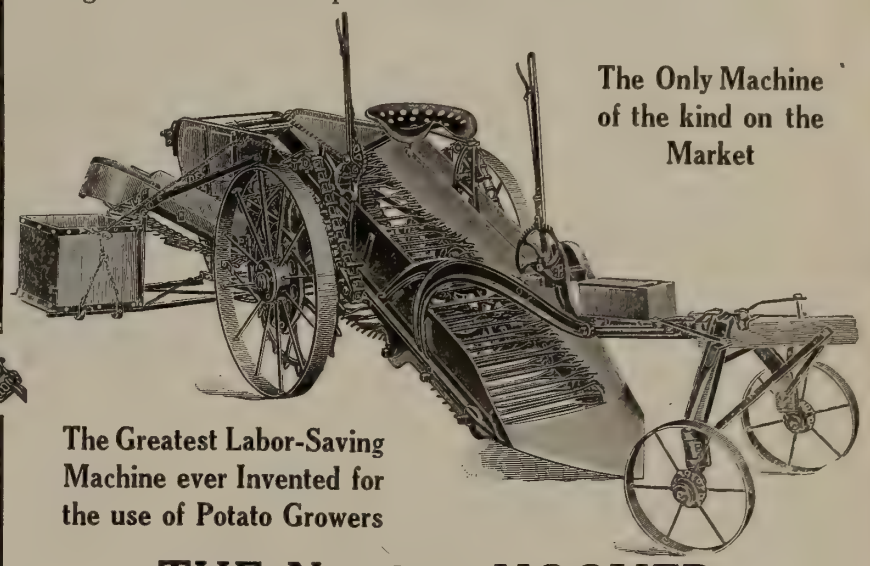
This digger does its work well, is strongly constructed and is low in cost. The rod grating is hinged at front and is given an up-and-down motion by the sprocket wheel at the rear, shaking the dirt from the potatoes and leaving them clean and uncut or damaged on top of the ground.

The No. 330 Hoover Potato Digger



This machine is the better one in rough or dirty land. It is equipped with agitating rear rack, kickers and Vine Turner, and leaves the potatoes in a row free of vines and other trash. Light of draft and simple construction.

The Only Machine of the kind on the Market



The Greatest Labor-Saving Machine ever Invented for the use of Potato Growers

THE No. 332 HOOVER POTATO DIGGER AND PICKER

This machine saves the labor of picking up the potatoes from the row.

CLEARANCE—23 inches under Truck, 20 inches under the Beams.

Potatoes may be filled into crates instead of being dumped on the ground.

RAPID-EASY FLEURY GRINDER

MR. DEALER

All up-to-date farmers realize the merits of the John Deere Plow and we cannot afford to carry any line of machinery which has not the degree of quality as represented by the Deere standard of quality—**THE JOHN DEERE PLOW**

We have something to say in this Ad. re "Hoover" Potato Diggers and if any dealer is not conversant with these up-to-the-minute machines, we will be pleased to mail, on application, descriptive catalog of same. There is a big potato crop to harvest—and we have the goods.

Sell the Line of Quality—
THE JOHN DEERE LINE

No. 7B Straw and Ensilage Cutter

The well-known Fleury Rapid-Easy Grinders, Roll Crushers, Straw and Ensilage Cutters, etc., are a part of the Deere Line

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA CALGARY SASKATOON EDMONTON

Advance-Rumely Purchase Liberty Loan Bonds

The Advance-Rumely Co., of La Porte, Ind., the well-known farm machinery manufacturing concern, has shown its patriotism to the U.S. Government by purchasing Liberty Loan bonds to the value of $500,000. Announcement to that effect was recently made at the offices of the company. Not only has the corporation responded most liberally with a subscription that stands as conspicuous evidence of the patriotism of this big industrial organization, and made possible by reason of the strong financial position which the Advance-Rumely Co. now occupies, but steps have been taken to interest the thousand and more employees of the company in the purchase of bonds, thus giving to each man a chance to help win the war. The following is an extract from a patriotic appeal issued to its employees by the Advance-Rumely Co.:

"Only a few of us can become soldiers and defend our country against its enemies on the field of battle. It is, however, the duty of every one of us to do something for our country and those who cannot become soldiers can assist financially."

Liberty Loan bonds are exempt from all government, state or municipal taxes, except inheritance tax.

The Value of Signs

A good sign prominently displayed in the salesroom is always a valuable adjunct to the dealer in dairy supplies. Too many of us are inclined to remain content with our efforts in personal canvassing, and we overlook entirely the valuable effect of the impression gained by the use of handsome signs—printed or painted. Quality advertising matter leaves to the farmer the unconscious impression that the goods advertised are quality goods, and the reputation of the house represented by the signs is correspondingly enhanced. The Empire Cream Separator Co., of Bloomfield, N.J., are strong believers in the efficacy of high grade signs and other hangers for their dealers. They believe in the Empire line and advertise it in a way that reflects its substantial qualities. The accompanying greatly reduced illustration is a facsimile of an Empire sign, which shows the general character—but not the splendid color work—of the billboard used by the Ceres Hardware & Implement Co., Empire dealers in California. Wherever these signs are used by Empire dealers, it is reported that they have attracted a great deal of attention in the dealer's community.

Billboard Advertising of the Ceres Hardware & Implement Co., Dealers in California

Government Crop Estimate

On August 14 the government issued a preliminary estimate of the yield of fall wheat, hay, clover and alfalfa, and a report on the condition of other field crops. The estimate of the average yield per acre of fall sown wheat for 1917 is 22 bushels, as compared with 21½ bushels in 1916, and 21.70 bushels, the average of the seven years 1910-16. In Ontario, the chief fall wheat province, the total yield is 14,515,000 bus. Saskatchewan now ranks second as a fall wheat province, with 2,220,000 bus., and Alberta third with 836,000 bushels. The condition of spring wheat for all Canada receded from 85 per cent of standard at the end of June to 77 per cent at the end of July.

"Eli's Tractor Manual"

Such is the name of a very useful publication issued by "Farm Machinery—Farm Power," St. Louis. The booklet is a pocket edition, cloth bound, 3½ x 6½ inches, and should be very useful to dealers, travelers, distributors and manufacturers for a handy, ready reference, vest pocket compilation of data pertinent to the tractor industry. It is offered in the spirit of co-operation and service to all interested parties. The publishers are to be congratulated on this valuable manual.

Ackland's Autumn Offering

IRONED AND PAINTED

EVENER SETS—In all combinations from two to six horses
AGRICULTURAL AND PLOW SETS—Specially good value
WAGON REACHES—10, 12, 14 and 16 feet in length
WAGON BOX END-GATES—One or two piece
BUGGY POLES AND SHAFTS—In black, green or carmine
WAGON TONGUES—For quick repair work. Finished to fit hawns. Painted and striped

"CRESCENT" PLOWSHARES

FIT EVERY PLOW SUIT EVERY SOIL PLEASE EVERY USER
GET YOUR STOCK FOR FALL PLOWING

Write us for Prices *Ask for Implement Catalog No. 4*

The Best Place — D. Ackland & Son, Limited — The Best Goods

Calgary Edmonton — TRADE D&S LTD. MARK — 65-68 Higgins Ave. Winnipeg

Tractor Service and the Dealer

In a recent address a tractor man analysed a few of the grievances in connection with tractor representation. Some of those enumerated were: Overrating in catalog or contract, overselling by verbal statements, free repairs and free service.

As every dealer knows, any machine, not only the tractor, that is merely assembled and which does not have a real factory back of it, it is going to be difficult to maintain it in the field. You have all had more or less experience with implements of this kind and know how useless any article of farm equipment may become, if it is impossible to secure repairs to replace broken or worn-out parts. This has been one of the extremely weak points in many of the mail-order implements and machines, and with a tractor of this type the dealer is bound to find his position unsatisfactory, to say the least.

In speaking of the obligation of the manufacturer in tractor service, this gentleman said that the manufacturer should have repairs of all kinds at his factory, and no matter how old the machine, should be able to ship promptly any repairs wanted, for any machine he ever built. Further, it was contended that the manufacturer should have repairs in the territory he sold in so that same will never be over 24 hours by express away from the customer. When called upon for a service man for which the customer will pay, he should send a man fully competent to do the work in the least possible time and in workmanlike manner.

Another suggestion was that the manufacturer, for his own record, and to give the tractor owner real service, should maintain field men, whose duty it is to visit each year every tractor of that manufacturer's make that is in the field and make a report over the owner's signature of its condition, and, by so doing, this service man would counsel with the owner as to the condition of the machine, what should be done to get it into shape for the coming season's work, and, if necessary, write out the order for repairs for the owner so there will be no mistakes and advise the owner of any mistakes he is apparently making, so they can be eliminated in the future.

Returning Goods

While the dealer's difficulty these days is more in getting goods than in returning them, it becomes more and more evident that wholesale concerns are tightening up on the matter of returned goods. They incline to the stand that it is up to them to say whether the goods shall be returned and due credit given. Goods paid for always seem to work better, and the time has passed when the dealer could load up a batch of used implements and send them back to the distributor. These days we must sell goods so that they will stay sold. Selling machinery on approval is an obsolete practice.

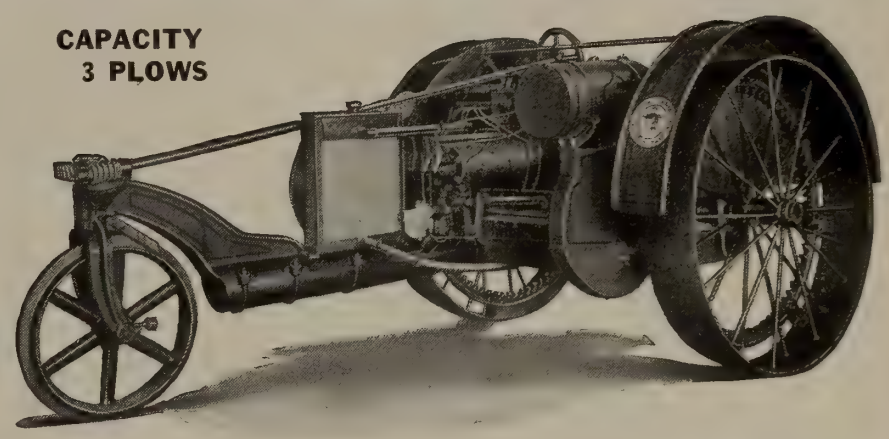
Helping the Manufacturer

The farmer buying farm implements desires to buy only such as will meet his requirements and work with satisfaction. The manufacturer of the different lines of implements is just as anxious to manufacture and furnish to the farmer only such implements as will prove entirely satisfactory. The question is, "How is the manufacturer to know just what the requirements of the user of these tools and implements are?" The live, wide-awake dealer can be of genuine service both to the farmer and the manufacturer by finding out from the man who uses them just what is needed and giving this information to the manufacturer in the right way.

Let your help share some of your responsibility. No "one-man" business ever remained strong long.

Mr. DEALER
Cater Can Sell You
Wood or Iron Pumps cheaper than any one in the West.
GET HIS PRICES BEFORE YOU ORDER
Brandon Pump & Windmill Works
BRANDON MAN.

THE HAPPY FARMER TRACTOR CO.
Built Right
Sells Right
Stays Sold
Solid Satisfaction



Performance—*NOT* Promises
Is What Interests the Farmer Who Knows
Happy Farmer Tractors

MODEL A—8-16 H.P.
The Little Tractor with the Big Record
The Tractor for the Small Farmer
ONLY - - $1050.00

Have been doing their usual splendid work in the field this season, breaking, discing, harrowing, drilling, hauling binders, driving separators, doing belt work, grading roads, pulling stumps—and winning hosts of steadfast friends among Farmers and Dealers all over Western Canada by their remarkable work. Every farmer who owns one has a smile like the trademark on the fender.

MODEL B—12-24 H.P.
The Perfect Kerosene Burner—No Smoke—No Carbon—Hyatt Roller Bearings.
ONLY - - $1425.00

Happy Farmer Dealers Will Get the 1918 Business. Get into the Big Drive. Enlist on the winning side. Write to-day

Our wheel plan gives automatic steering control; 88 per cent of the weight is on the rear wheels. Two wheels always in furrow. Double drive on two rear wheels. We hitch in the center with perfect line of draft—no side draft whatever with the Happy Farmer. Easily controlled, two levers, clutch and reverse. Spark and throttle control are automatic. Don't take our word for it, Mr. Dealer. Send us your name and address, and we will show you the nearest point where a Happy Farmer Tractor is in operation. Go and watch it in the field—at work. Watch how it makes an absolutely short turn either right or left. Compare its super-power, its silent running, light weight, perfect balance and extreme accessibility with any other light tractor. Compare it, we say, then compare the price and the profits. Now is the time to couple up to the Happy Farmer for 1918. It means bigger business for you.

We also handle Huber Separators and Power Lift Disc and Moldboard Engine Plows. Get the Agency at once. We have the Goods and Guarantee you Prompt Shipment.

J. D. ADSHEAD COMPANY, LTD.

References: Bank of Montreal

225 Curry Block (OPPOSITE POST OFFICE) Winnipeg, Man.

THE HAPPY FARMER TRACTOR CO.

The Old-Style Buggy

The dealer who handles a reliable make of wagons and buggies will likely have a good business along that line. The wide awake retailer fears mail order competition not at all. He knows that quality comes before price every time.

Some dealers arrange the buggies in their showroom according to style. Undoubtedly this is a good method. Suppose the dealer has a considerable demand for an auto seat rig with all the latest improvements such as electric lights, steel seat, etc. He will keep a number of these rigs on a good location. He knows what rig is most in demand; for that reason he is prepared to satisfy the wishes of his customers quickly. Most of the buggy demand of late is for auto seat top buggies or runabouts. However, there are some customers who still prefer the old style buggy. Old people often cling to the styles which they have always been accustomed to. At times the dealer will find it profitable to cater to this trade, by supplying the old style buggy which is sought because it sells cheaper than the auto seat rig.

Using the Header

It is reported that in districts where the straw is abnormally short the header-harvester has been used for cutting the crop. A number of these have been used in the Maple Creek area, according to press statements. These headers are pushed and take a 12-foot cut; the knives can be adjusted to suit any length of straw and clip the head off the stalk. Attached to the implement is a ten-foot elevator with a spout which delivers the heads into a wagon box driven alongside the heading machine. The usual procedure is to stack the clippings in a pile and as soon after cutting as possible the crop is threshed.

One of the disadvantages of the use of this implement is the fact that the crop can only be cut when it is dead ripe, otherwise the grain would spoil when the heads were stacked. These machines are very rarely used in Western Canada and consequently there is no demand for them. In Washington, California, South America and Australia they are almost exclusively used for harvesting the small grains.

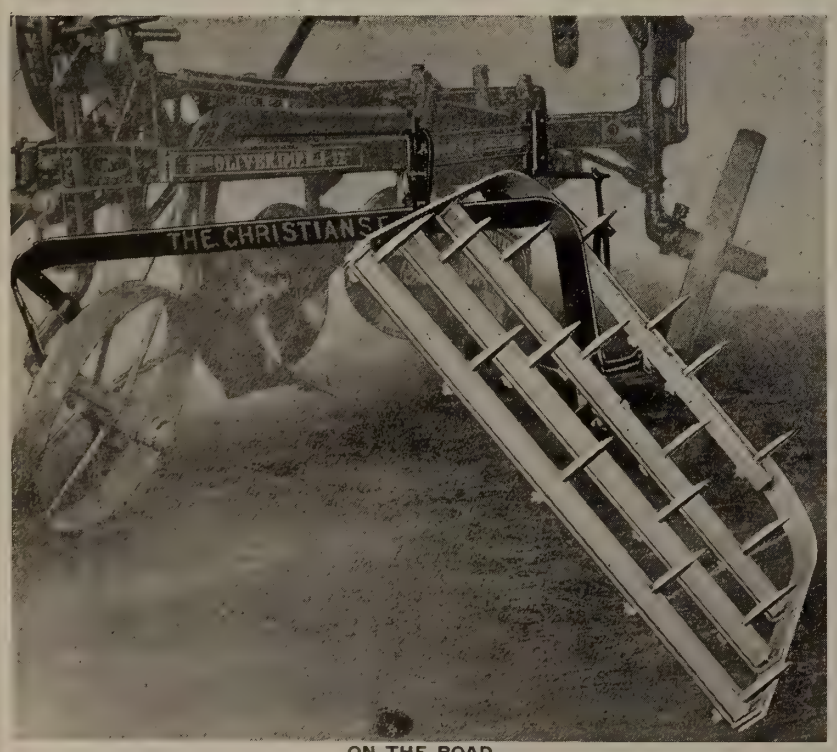
Tractor Equipment

We believe that, in general, the man who sells the tractor is the man who should sell tractor re-equipment. He is also the man who should overhaul and repair those tractors which he sells. In the first place, he has a better detailed knowledge of the parts of the tractor; in the second place, he has a more lively interest in the service which the tractor will give after being overhauled. The dealer should sell equipment.

Don't sit down and think about what you would do if you could live your life over. Get busy and improve what is left of it.

IN BIG DEMAND FOR FALL PLOWING
The Christiansen 1918 Model Harrow

IN THE FIELD



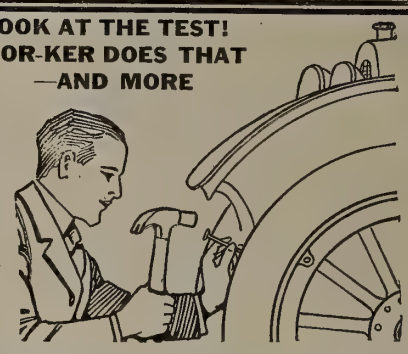
ON THE ROAD

DEALERS: SEND US YOUR ORDERS—NOW!

A new design Plow Harrow attachment, stronger and more efficient than ever. The Christiansen line includes Plow Packers and Harrows, Horse and Tractor Boss and Diamond Harrows. The Bell Automatic Shocker has just completed a series of successful demonstrations in Saskatchewan. Let us tell you about our lines. Get the agency for them. Full particulars and literature on request.

THE BELL AUTOMATIC SHOCKER, LTD.
331 AUSTIN STREET WINNIPEG, MAN.

LOOK AT THE TEST!
KOR-KER DOES THAT
—AND MORE



Driving Nail Into Tire Treated with Kor-Ker Puncture Cure. This is the strongest proof any one can ask and will convince the most skeptical.

"Kor-ker" Puncture Cure

Cures Punctures. Prevents Blow-outs. Preserves Tires.

A scientifically prepared liquid which is pumped into the inner tube. Fills all holes instantly and permanently. Stops all punctures and slow leaks. Ask for dealer's booklet and particulars.

GET OUR SPECIAL OFFER TO DEALERS FOR THIS BIG SELLER.

KOR-KER SALES COMPANY, LIMITED
902 CONFEDERATION LIFE BLDG. WINNIPEG, MAN.

JUMBO GASOLINE ENGINES For Fall Trade
In Sizes: 1½, 2½, 4½ and 6 H.P. to Suit any Farm

Powerful, reliable, serviceable. On skids, strong iron sub-base or trucks; make-and-break ignition; battery or magneto. At an additional cost our 2½, 4½ and 6 h.p. engines can be supplied in the throttling governor type for burning kerosene as well as gasoline. You can't sell a better engine.

LITTLE JUMBO FEED MILLS

Greater range of capacity than any other mill. Low power consumption. Fine adjustment. Grinds from 10 to 30 bushels per hour; 6-inch burrs; weight 90 lbs. Steel and iron construction throughout. Get a stock and watch them sell.

ASK THE NEAREST BRANCH ABOUT THE JUMBO LINE

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers
Tudhope-Anderson Co., Limited
WINNIPEG REGINA SASKATOON CALGARY

Features in the Trailer

The purchaser's object in buying a trailer is to save and gain time in deliveries. If the trailer is to sustain and maintain motor car speed, it must be built like a motor car. One can hardly imagine the ordinary horse-drawn vehicle, be it the lightest buggy or the heaviest delivery wagon, performing the offices of a trailer.

Designing a trailer to meet the hard usage to which it is necessarily placed in following the automobile and carrying a load requires no little experience in vehicle construction. Not only must special wheels, axles and bearings be provided, with abundant capacity for lubrication, but the relation of the load to the axle must be given careful consideration.

Another very important feature of the trailer is the hitch. Not only must the hitch be simple and easily adjusted to any height of automobile, but it must be strong and free from rattle and a noiseless shock absorbing arrangement is necessary in the pole to make it handle so that it will not permit a too sudden jar to come upon the rear axle of the machine in starting and stopping and also to prevent disturbance in the load that is being carried, or possibly racking of the same.

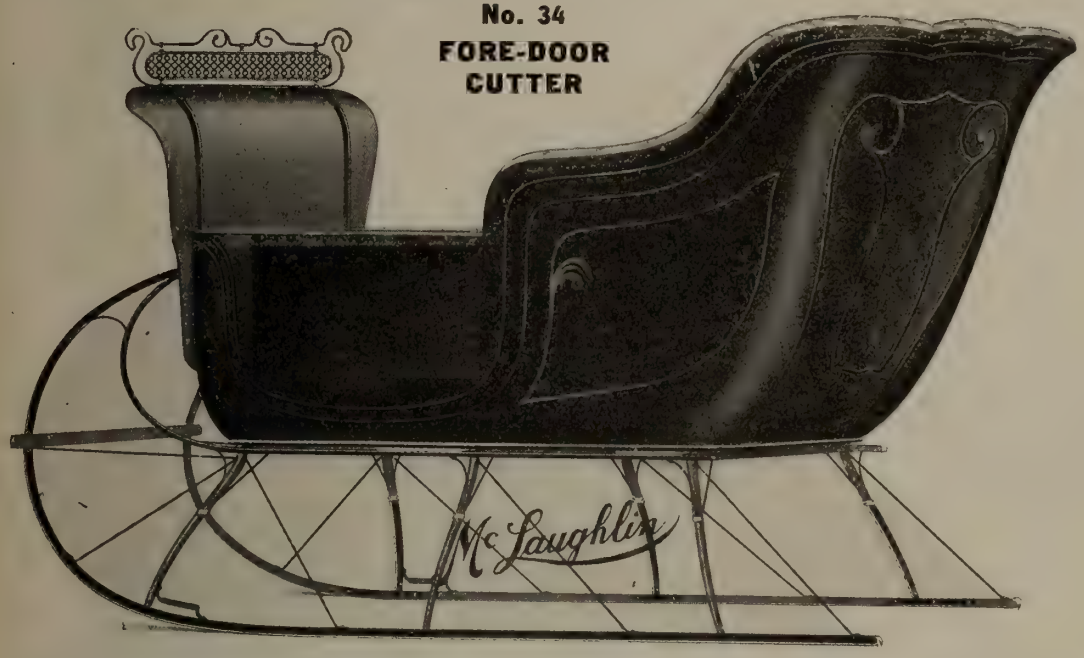
These various features of trailer construction will have a great deal to do with the future of the auto trailer as a serviceable and convenient adjunct to the automobile, and they are found in the modern high-grade trailer.

Machinery Wanted in Scotland

A great deal of timber has been cut in Scotland to meet the home demand, some 200,000 acres having been cleared in 1916. Some of this land can be made available for reforestation, but owing to the demand for increased food production a considerable proportion of the arable land from which trees have been taken will be brought under cultivation. There is a great demand in Scotland for land clearing machines, especially stump pullers. Petrol, or gasoline, is now very expensive in Scotland, second quality costing from 71 to 78 cents a gallon, while substitutes cost 53 to 58 cents per gallon, and are far from satisfactory for automobile use.

When a man tells his wife that he is staying downtown late in order to get a balance he is likely to lose it on the way home.

STYLE, QUALITY AND DURABILITY



Sell Canada's Standard Cutters

McLaughlin CARRIAGES
BROCKVILLE CANADA

"One Grade Only, and that the Best"

Our No. 34 Fore-door Cutter has a reputation that means big, profitable business for Dealers. Strongly built—panels are glued, screwed and plugged. Solid mouldings; best selected gearing throughout. Bent knees; new style body. All braces are specially forged steel. Finely finished, striped and decorated. High-grade trimming; door trimmed inside; solid brass full plated screen. Ask for our special sleigh catalogue, and see our many attractive models.

Get the Agency—NOW.

We want Live Dealers to Handle our Full Line of McLaughlin Carriages and Sleighs. Our Contract is a Money-Maker. Our Prices are Right.

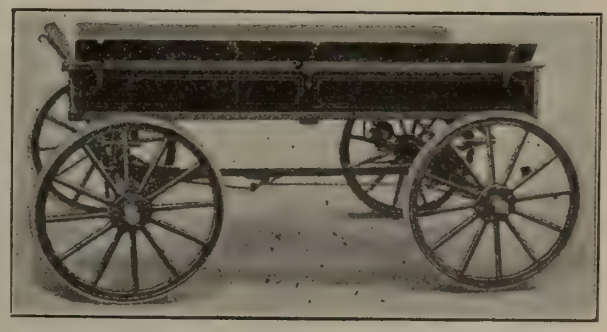
SIMPLEX SHORT-TURN TRAILERS are BIG SELLERS

FIVE MODELS—Capacities from 1000 to 2000 lbs.

THE BEST AUTO TRAILERS BUILT

"Ball" and "Socket" Hitch

Save wear and tear on the automobile. Sell in town and territory. The SHORT-TURN equipment is a SIMPLEX specialty. Makes the Trailer safe and efficient. Both axles are coupled by the reach construction on top, and the short-turn mechanism underneath. The SIMPLEX tracks perfectly. Quick-shift "Ball" and "Socket" Hitch. Solid or Pneumatic Tires. Special frictionless bearings. Side and end springs. The most serviceable and durable Trailer you can sell.



They Want a Simplex—Farmers, Stock Raisers, Dairymen, Merchants, Tradesmen, Liverymen

DEALERS: WRITE FOR OUR LIBERAL PROPOSITION RESPECTING THE HANDLING OF McLAUGHLIN CARRIAGES, SLEIGHS AND SIMPLEX AUTO TRAILERS

THE CANADA CARRIAGE COMPANY, LIMITED

156 PRINCESS STREET, WINNIPEG, MANITOBA

STOCKS CARRIED AT: Winnipeg Saskatoon Moose Jaw Calgary Edmonton

Big Machinery Market in Great Britain

With the effort to increase agricultural production in Great Britain there has been developed an extensive market for the sale of farm machinery and implements. A great many lines of North American design, as manufactured in Canada and the U.S. have been sold, but there are many machines wanted which differ from those which we manufacture on this side of the Atlantic. To give some idea of the demand for farm machinery in Great Britain, the records of the value of farm machinery imported in recent years is illuminative. In 1914 machinery to the value of $57,037 was imported, and in 1915 this rose to an import value of $369,788, of which the United States machinery had a value of $351,256. Only $16,507 worth came from British possessions.

A large and increasing sale exists for tractor cultivators of heavy solid steel design, with eleven to fifteen teeth and that would sell to the farmer at from $121 to $146. The rigid tooth type is favored. Ample adjustment should be provided, also an expanding axle to alter the depth of cultivation without interfering with the pitch of the teeth.

Another type of cultivator wanted has two outside teeth which are cranked to take out wheel tracks. The effective working width is 8ft. 3in. Another combination in great demand in the United Kingdom is a cultivator with a broadcast seed box attached. These are the force feed type, driven by chain and chain wheels, and are suitable for sowing wheat, barley, oats, etc. A great demand also exists for heavy stacking elevators, which are driven by a horse-power, but straight and bevel gears are also sold so that it may be attached to a threshing machine. This elevator is made in 26, 28, 30 and 32 feet and is sold at a price varying from $316 to $340.

Large quantities of zigzag drag harrows are in demand, fitted with handles and with 30 teeth and 7ft. 6in whiffletrees. In normal times these sold for $24.50. Light seeder harrows with from 60 to 72 teeth are also wanted, also duck foot scuffle drag harrows—a type with a width of 5ft. 3in. weighing about 140 lbs. and selling at around $22. These are in demand in sizes for two, three or five horses. Ordinary steel frame harrows with 60 5-in. teeth, to cover 7 feet are also in demand. These sold formerly at about $14, having three units. Sixty teeth, 7½ foot cut, with 5½-in. teeth, sell at $15.50, with four units. Horse hoes for hoeing roots and grain are badly required, selling according to the number of teeth at a cost of from $13 to $70.

A New Tractor

A tractor has recently been perfected by the Kardell Tractor Co., St. Louis, Mo., which has several unique features in construction. It is claimed by the makers that this machine can be used as a motor plow, tractor, motor truck or farm power plant. The plows are built as a unit and are carried directly under the main frame, three 14-inch bottoms being the capacity. A feature of the design is that whenever the plows meet an obstacle, such as a rock, an adjustable spring automatically releases the clutch and stops the motor at once.

The tractor has two drive wheels in front and power can be applied at will to either. In plowing, one rear wheel is used. If it is desired to use the machine as a tractor, the plows and plow frame are detached. To transform the outfit into a truck, a patented extension frame with two rear wheels is attached, giving a carrying capacity of three tons. The engine is of the 4 cyl., 4 cycle type, giving 15-30 h.p. Equipped as a plowing outfit the Kardell tractor weighs 5,300 lbs.

Automobile Dealers in U.S. Organize

At a recent meeting in Chicago, the National Automobile Dealers' Association was organized. Among the officers elected was Fred W. A. Vesper, president and principal owner of the Vesper-Buick Automobile Co., St. Louis. Mr. Vesper is a veteran of the farm operating equipment business, having served with the Deere, Rock Island and Kingman-Moore companies in Kansas City and Minneapolis.

According to the constitution and by-laws adopted, both wholesale and retail automobile dealers and factory-branch managers are eligible to membership in the new U.S. automobile dealers' organization. Chicago was made national headquarters.

If it isn't the ice-man that's happy in this wonderful country, it's the coal-dealer. We get it in the neck both ways.

The Farm Horse of To-day

STAUDE MAK-A-TRACTORS

FIT ANY FORD TOURING CAR OR ROADSTER

Just what your customers want for Fall plowing. In ordinary farm work the Staude Mak-A-Tractor has pulled two 14-inch gang plows in virgin sod, making a furrow 6-inches deep, and plowing 7 acres a day, at a steady speed of 2¼ miles per hour. Easily pulls a 16-section disc, an 18 foot roller and a 4-horse 16 foot drill. This year the Staude attachment has pulled seven foot binders in heavy grain, day in, day out, at a steady speed of 2½ miles per hour.

At the low price of $295, plus a Ford, the customer has a tractor of guaranteed four horse ability on his fields. The attachment is clamped to the Ford frame without drilling a hole. The Mak-A-Tractor axle is behind the rear axle of car—tractor wheels are pushed down, giving maximum power and traction. Equipment includes the Staude Tractor radiator and circulator—guarantees against heating at any load—also a patented force feed oiling system that gives perfect lubrication.

The car can be converted from an automobile to a tractor or vice versa, in 20 minutes. It can be used 24 hours a day, plowing two to three times the acreage the farmer covers with the best four horse team—working better and at lower cost. Get the agency for this, the time-tested and proven tractor attachment. Made right in the West by the Stewart Sheaf Loader Co. Order to-day and outfit is shipped at once. Get in line and sell this superior, fast selling tractor attachment.

SAVE FIVE MEN ON EVERY OUTFIT

STEWART SHEAF LOADERS

The Machine Guns that replace Man Power in the Fight for More Economical Harvesting and the Conservation of Grain. They eliminate grain waste, clean the fields, and save $15 to $30 daily during harvest.

SAVES MEN, TEAMS, TIME AND MONEY

LOWERS THE COST OF HARVESTING

Yearly the Stewart Sheaf Loader is proving more and more its value throughout Western Canada. High-priced grain, handled by high-priced help (when help can be procured) mean that our Loaders save their cost in a very short time. Ask for copies of testimonials from satisfied users. Get the agency for this machine; it is a money-maker for dealers.

We manufacture: Stewart Sheaf Loaders, Staude Mak-A-Tractors and a full line of separators for combination and light tractor drive. A line will bring you full particulars and prices.

THE STEWART SHEAF LOADER CO., LIMITED

470 MARTIN AVENUE :: WINNIPEG, MAN.

Big Tractor Demonstration at Fremont

Heavy rain had a dampening effect upon the tractor enthusiasts at Fremont, Neb., during the great tractor demonstration. More than forty companies displayed close to 300 tractors. Reports on the meeting show that the event failed to some extent in that plowing was, by too many concerns, made the main feature, and tractor plowing in the United States has lost interest for the average farmer More versatility was necessary, in the opinion of the majority of visitors. Fremont demonstration was the only officially recognized tractor show in the United States this year, and the majority of tractor manufacturers had machines on view. These ran from the little 5-10 to the mammoth 60 h.p. machines, and included all the best known types, the one wheel, the two wheel, the four wheel drive, the creeper, the caterpillar and the freak—all were there—no one of them possibly distinctively new, but some of them presenting new combinations of features. The plowing was all done in wheat stubble.

The display of the International Harvester Co. made plowing a small part of the exhibit. It showed tractor drawn disc and peg-tooth harrows, grain drills, and manure spreaders. To demonstrate the practicability of the farmer hauling his crops to market with a tractor, I. H. C. tractors pulled trains of wagons loaded with men bound for the demonstration grounds. Belt power machines were not permitted at the demonstration, but the Harvester company demonstrated every variety of drawbar machines.

During one of the days, sixteen John Deere tractor plows, carrying seventy-two bottoms in all, were pulled in one field by sixteen different types of tractors. This demonstration was conclusive proof of Deere & Co.'s familiar advertisement that John Deere tractor plows are adapted for use with any standard tractor.

Tractor Attachment Manufacturers Organize

Although tractor attachments were barred from participation in the great tractor demonstration at Fremont, Neb., held during August, the makers of these attachments were present and took the opportunity to form a national organization, known as the National Tractor Attachment Association.

Representatives of the E. G. Staude Manufacturing Company, St. Paul, Minn., the Acason Farm Tractor Company, Detroit, Mich., the Farm Tractor Company, Fond du Lac, Wis., Knickerbocker Motors, Inc., New York, the Smith Form-a-Tractor Company, Chicago, and the Pullford Company, Quincy, Ill., were present. Assurances from representatives of several other tractor attachment companies also were received. A call will be issued to all the manufacturers of tractor attachments to meet at the La Salle hotel, Chicago, on Oct. 8, when a permanent organization will be perfected, a constitution and by-laws adopted and permanent officers elected.

N.I. & V.A. Meet at Chicago

Plans are making for entertaining the largest number of members ever gathered under the banner of the National Implement & Vehicle Association, when that organization meets in annual convention in Chicago, October 17, 18, 19 next.

There never has been a year in the near quarter of a century the association has been in existence when more momentous and puzzling problems in manufacturing and distribution have confronted its members than in this year of 1917.

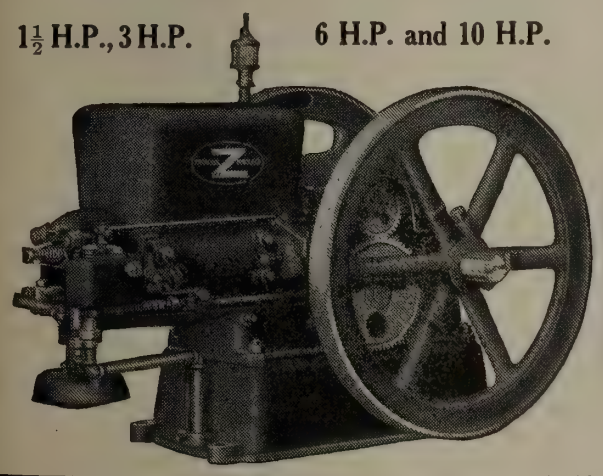
A Good Sawing Device

A farmer in Indiana who owns an 8-16 h.p. Avery tractor, devised an ingenious method for attaching a saw directly to the tractor frame. The bearings for the saw mandrel, flywheel and blade are bolted to a 5-inch channel, 7 ft. 6 ins. long, which slips over the tractor frame. He took the mandrel from a tilting table saw frame, and uses a 30-inch saw on it, cutting all kinds of wood. The shaft is equipped with a 10-inch by 6-inch face pulley, which is belted to the tractor pulley, giving a very direct drive. The tractor is simply driven to the wood pile and starts to work, cutting from 5 to 8 cords of 18-inch wood per hour. This adaptation of the tractor to a combination sawing device only cost about $20.

Large Tractor Orders From England

The English Government so far has ordered about 8,000 tractors, distributed among a large number of United States manufacturers. These are to be delivered as fast as shipping facilities are available, and the manufacturers are protected on their contracts against changes in labor and material conditions.

1½ H.P., 3 H.P. 6 H.P. and 10 H.P.



The Kind of Co-operation You Get from Fairbanks-Morse in Selling Type "Z" Farm Engines

WHEN you sell the Fairbanks-Morse "Z" Engine you become, in effect, a part of the great Canadian Fairbanks-Morse organization. As such, you not only receive absolute protection in your territory, but complete sales co-operation as well.

Send us the names of prospective buyers in your territory. Our intensive "follow-up" will help you turn these prospects into customers.

We share with you the expense of developing new accounts by furnishing valuable sales helps—newspaper electros, floor displays, signs, follow-up letters and literature.

But most productive of all is the extensive "Z" Engine campaign in the leading farm papers, going week after week into more than 135,000 western farm homes—homes of your own customers, many of them—every advertisement designed to send the reader to YOUR STORE. Look at the message we incorporate in every farm paper ad.

This Message Appears in Every Ad.

No other farm paper campaign has ever done so much to educate the farmer to buy Engines from the Dealer as that of the Canadian Fairbanks-Morse Co. It not only urges him to buy from the dealer, but TELLS HIM WHY—points out the advantages of doing so and presents arguments that will apply to the other lines of merchandise you sell, as well as Type "Z" Engines.

Hundreds of farmers right in your territory are reading the Canadian Fairbanks-Morse advertising—urging them to go to YOU for a demonstration of the "Z" Engine. It's just as effective for you as though your name appeared at the bottom of the advertisement, instead of ours, for farmers are told by us that the ONLY place to buy a "Z" Engine is at the store of the local dealer.

IF YOU DON'T SELL THE "Z" ENGINE, WRITE TO-DAY FOR PARTICULARS OF OUR LIBERAL DEALER CONTRACT. YOUR TERRITORY MAY BE OPEN.

THE CANADIAN FAIRBANKS-MORSE CO., LIMITED

SASKATOON WINNIPEG CALGARY

IMPORTANT DEALER SERVICE

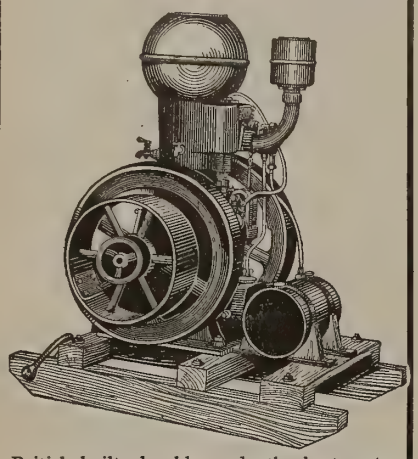
When you buy an engine from your dealer you deal with a local representative of the manufacturers. He shares their responsibility. He stands behind the engine he sells. He's responsible to you. He's at your service to see that you are satisfied. And he's as near you as your telephone any time you want him.

NOW GO TO YOUR DEALER AND SEE THE NEW TYPE "Z" ENGINE

LASTING, POSITIVE SATISFACTION

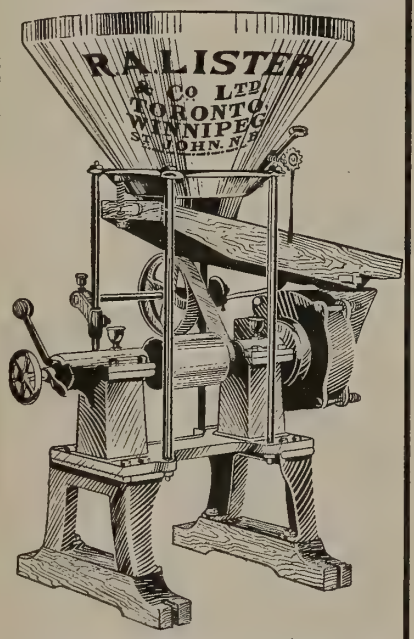
To Dealer and Farmer. That's why you should sell

LISTER ENGINES



British built, durable; only the best materials. Shipped complete with skids. High tension ignition. Automatic lubrication. Made in 2, 3, 5, 7 and 9 h.p. sizes.

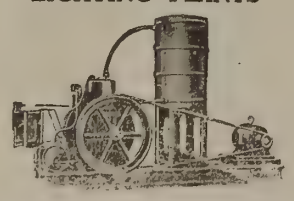
LISTER GRINDERS



Very large capacity; easy running. Fine adjustment. Strong reversible plates. Guaranteed to grind more feed on the same power than any grinder of the same size made. Sold with or without base.

LISTER-BRUSTON

AUTOMATIC ELECTRIC LIGHTING PLANTS



The Lister-Bruston Automatic Electric Lighting plant starts and stops itself. The best plant sold for farm home or small town use. We also make Lister storage battery plants. Shipped fully charged, ready to operate.

OUR LINE INCLUDES:

"Canuck" Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

ASK US ABOUT ANY ITEM

R. A. Lister & Co. Ltd.

WINNIPEG

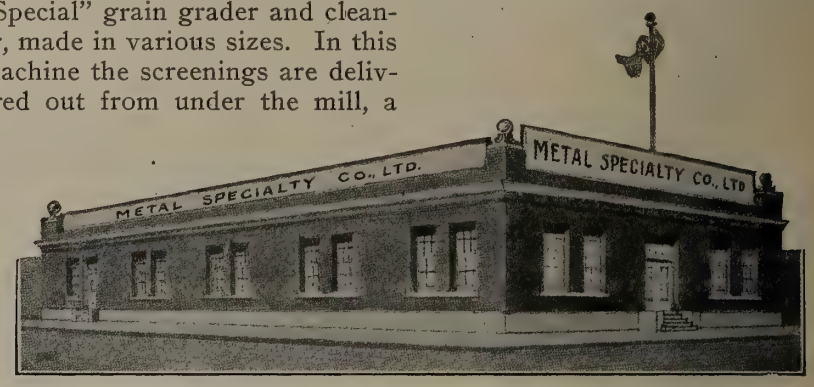
Toronto Quebec St. John

Carriage Builders Hold Convention

The forty-fifth annual convention of the Carriage Builders' National Association will be held in the Hotel LaSalle, Chicago, September 25, 26 and 27, 1917. The annual exhibition of vehicle parts and materials will take place in the same hotel September 24th to 28th. Ample space for the exhibition and a commodious hall for the convention are both provided in the hotel.

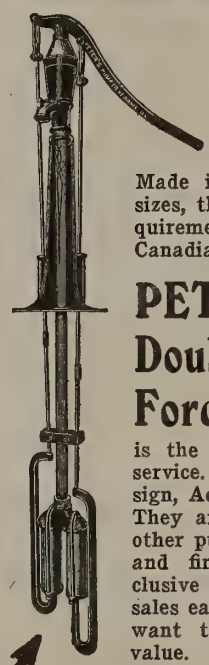
A New Farm Equipment Plant

One of the signs of the times is the steady growth of farm machinery manufacturing concerns throughout Western Canadian territory. To facilitate delivery and eliminate high transportation costs, all over the prairie provinces we find factories springing up to meet the immediate needs of the farmer. This advance in industrial development has been especially noticeable in Regina. One of the more recently opened plants in that city is that of the Metal Specialty Co., which concern has erected a fine fireproof factory at the corner of 6th Ave. and Halifax St., Regina. This company specialize in the production of grain cleaners and graders, picklers and smut cleaning machines. The leading line manufactured by this concern is the "Special" grain grader and cleaner, made in various sizes. In this machine the screenings are delivered out from under the mill, a vertical air blast and screens providing the separating medium. It is stated that these machines have large capacity and are exceptionally efficient in eliminating the foreign matter from the grain. A "Rotary" pickler manufactured by the Metal Specialty Co. is of the gravity type, the weight of the grain operating the machine. "Chief" smut machines, also made by this concern, are of the immersion type, and are provided with automatic skimmers for removing smut balls and the impurities from the solution. With excellent manufacturing facilities, it is reported that the Metal Specialty Co. are turning out a great many of their various types of grain cleaning and grading machines, enabling them to give prompt service to Western Canadian implement dealers.



New Plant of the Metal Specialty Co., Regina, Sask.

PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "comeback." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

Synopsis of Canadian North-West Land Regulations

THE sole head of a family, or any male over 18 years old, may homestead a quarter-section of available Dominion land in Manitoba, Saskatchewan or Alberta. Applicant must appear in person at the Dominion Lands Agency or Sub-Agency for the District. Entry by proxy may be made at any Dominion Lands Agency (but not Sub-Agency), on certain conditions.

Duties—Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres, on certain conditions. A habitable house is required except where residence is performed in the vicinity.

In certain districts a homesteader in good standing may pre-empt a quarter section alongside his homestead. Price $3.00 per acre.

Duties—Six months' residence in each of three years after earning homestead patent; also 50 acres extra cultivation. Pre-emption patent may be obtained as soon as homestead patent, on certain conditions.

A settler who has exhausted his homestead right may take a purchased homestead in certain districts. Price $3.00 per acre.

Duties—Must reside six months in each of three years, cultivate 50 acres and erect a house worth $300.

The area of cultivation is subject to reduction in case of rough, scrubby or stony land. Live stock may be substituted for cultivation under certain conditions.

W. W. CORY, C.M.G.,
Deputy Minister of the Interior.

N.B.—Unauthorized publication of this advertisement will not be paid for.—64388.

The United Grain Growers

The amalgamation of the Grain Growers Co. with the Alberta Farmers' Co-operative Elevator Co. took place Aug. 16. The name of the new combination is the United Grain Growers, Ltd. This union makes a farmers' company with over 32,000 shareholders, over $3,000,000 assets, and upward of 300 country elevators. They also have implement and supply warehouses at Winnipeg, Regina and Calgary, and livestock commission departments at Calgary, Edmonton and Winnipeg.

U.S. Implement Dealers' Conventions

The National Federation of Implement and Vehicle Dealers' Associations will hold their eighteenth annual convention in Chicago, October 9, 10, 11, 1917. The Hotel Sherman will be the headquarters of the convention.

Minnesota Implement Dealers' Association, West Hotel, Minneapolis, Minn., January 8, 9 and 10, 1918.

North Dakota Implement Dealers' Association, Fargo, N.D., January 23, 24 and 25, 1918.

South Dakota Implement Dealers' Association, Sioux Falls, S.D., December 4, 5 and 6, 1917.

Wisconsin Implement and Vehicle Association, Milwaukee, Wis., December 12, 13 and 14, 1917. Exhibit in connection.

Sisal Fibre Again Advances

Toward the end of August the Comision Reguladora del Mercado de Henequen, New York, which is the full title of the concern that "hogs" Yucatan sisal fibre, made an advance of one cent per pound on the prices for sisal fibre. This makes the shipment price for current sisal 19¼ cents New York, and 19 cents Gulf ports. Red sisal is now 18½ cents New York and 18¼ cents Gulf ports. Manufacturers, knowing of the advance to come, made fair purchases at the old prices, although the new prices will have a direct effect upon the price of 1918 binder twine.

The government suit filed at Washington against the sisal trust and its American bankers drags. According to reports the only hope for the success of the U.S. government in the suit seems to center about the action of the New Orleans banking firm whose extension of ten million dollars' credit made the operation of the Yucatan state marketing commission possible. Success in court against the Reguladora, it is recognized, would mean merely its withdrawal from the U.S. Manufacturers then would go to Yucatan to buy sisal.

With the suit pending the sisal growers, though not denying their monopoly, rest their case with the interested public on two things: (1) that manila hemp, which is practically their only binding twine competitor, has advanced in price even more than sisal; and (2) that the common people, not the privileged few in Yucatan, have reaped the advantage; wages in Yucatan and improved conditions of labor reflecting substantially the entire increase.

Britain Will Not Build Ford Tractors

The agricultural machinery department of the British Government has abandoned the scheme formulated for the production of a large number of Ford tractors in British plants. In reply to a question in the House of Commons, Sir R. Winfrey stated that owing to the demands made upon the ministry of munitions for war materials, it was considered inadvisable to manufacture 6,000 tractors of the Ford type in Great Britain at present. An order has been placed in America for the manufacture of these tractors, deliveries to commence in October. In the meantime the British Government has purchased a great many other American tractors of certain types which have, it is stated, given satisfactory results. The whole output of British-built tractors has also been taken up by the board.

A rumor is current that in competitive tests the Ford tractor did not quite size up to requirements compared with other types tried out in Great Britain, but no authoritative statement thereon has been issued by the British Government, says a British farm machinery publication.

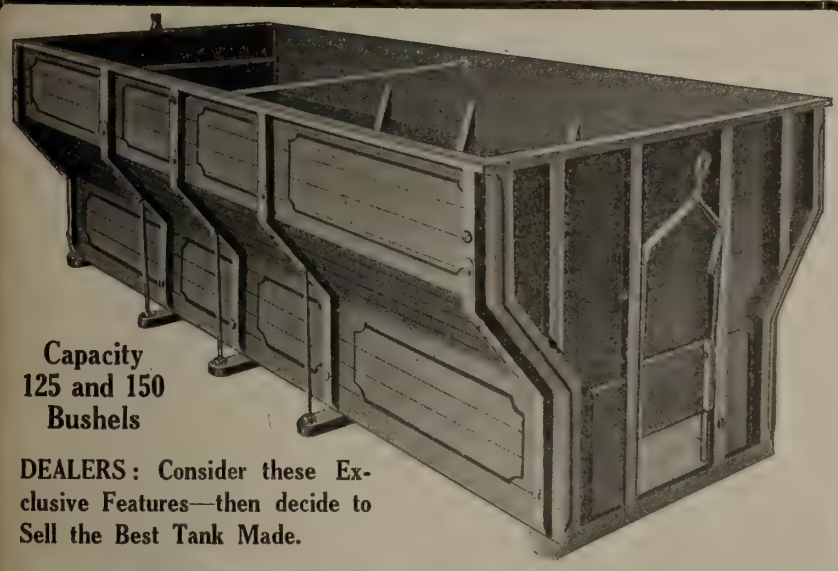
Cutting Down Lines

Reports from the farm machinery centers of the United States make it evident that a great many manufacturers have ceased to make anything except the essential lines. This means that there is going to be a lot of goods that dealers will not be able to buy. A report from St. Louis states that: "the Oliver Chilled Plow Works has eliminated more than 500 numbers of shares. Emerson-Brantingham Implement Co. has cut off number after number in all tillage lines and in wagons until the 'shavings' make a bigger pile than what remains. John Deere Plow Co., and other houses, too, have cut the lists to the bone, and no dealer can now obtain a newly manufactured 9 or 11-inch plow, because a 10 or 12-inch will answer every purpose." That's conservation, and it is not impossible that the shortage of materials may do more to "standardize" implement lines than any other factor. Let the patterns not absolutely necessary be eliminated and the lines with the greatest demand be produced.

Individual Threshers Valuable

It is pointed out that the individual thresher prevents the spread of smut in oats as happens from custom threshing machines. There is not much satisfaction in treating seed oats to get rid of smut, taking every precaution to eradicate it, only to have the crop dusted with smut spores at threshing time by a spore-laden threshing outfit that has just moved in from a smutty farm. While regulations regarding the cleaning of separators may be enforced, the individual thresher has a strong point in its favor in eliminating the possibility of spreading smut in the district.

Soon be time to sell sleighs.



Capacity 125 and 150 Bushels

DEALERS: Consider these Exclusive Features—then decide to Sell the Best Tank Made.

HERO Grain Tanks Get The Trade!

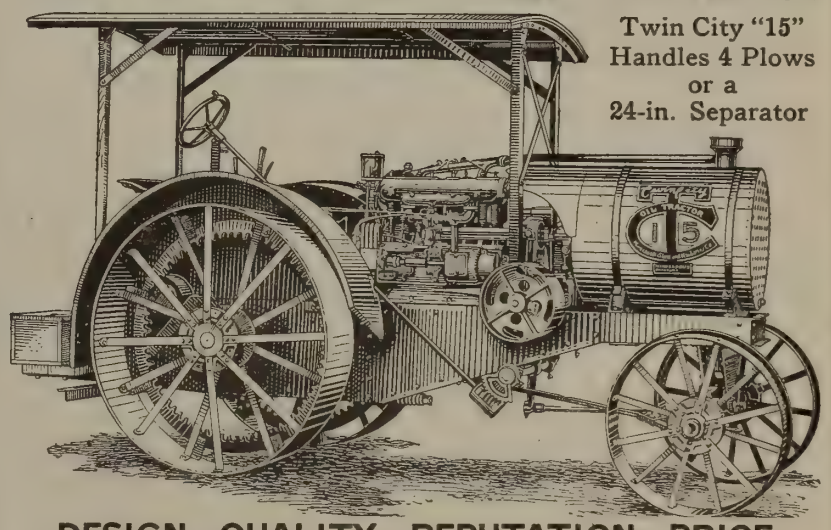
HERO Grain Tanks are DIFFERENT from all others—Better, stronger, and possess exclusive features that appeal to every practical farmer. Every Tank guaranteed. Built of selected well seasoned lumber. Tops capped with a 2-inch strip. Extra heavy reinforced bottom. Lined with selected hardwood. Look at the angle-iron knees, 1½x1½x⅛. Sunk angle-iron joint between sides and bottom makes an absolutely flax-tight construction. Braces are adjustable to prevent sagging—a feature found in no other grain tank. Owing to design of knees, more tanks nest to a car than is possible with any other make—saving freight for the dealer; 125 Bushel Tank weighs 550 to 575 lbs., and the 150 Bushel from 600 to 625 lbs. Large stock on hand. Order at Once.

GET THE SELLING AGENCY NOW. THIS IS A LINE THAT MEANS MONEY TO YOU. EVERY TANK SOLD SELLS ANOTHER.

Hero Manufacturing Company, Ltd.
(UNDER NEW MANAGEMENT)
WINNIPEG, MAN.

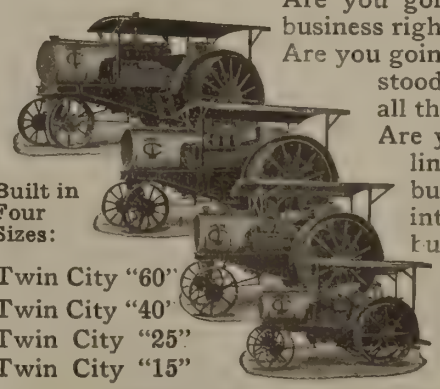
TWIN CITY OIL TRACTORS

THE LINE THAT IS BUILT RIGHT, RUNS RIGHT, SELLS RIGHT AND GIVES THE CUSTOMER SATISFACTION



Twin City "15" Handles 4 Plows or a 24-in. Separator

DESIGN—QUALITY—REPUTATION—PRICE



Built in Four Sizes:
Twin City "60"
Twin City "40"
Twin City "25"
Twin City "15"

Are you going to get into the Tractor business right?
Are you going to get the Tractor that has stood the tests of service during all the years of development?
Are you going to sell a complete line, backed by a company that builds quality and experience into every machine? All sizes burn kerosene, distillate and gasoline.

LOOK INTO OUR OFFER—IT IS SOMETHING WORTH WHILE. DO IT NOW!

WRITE US FOR PARTICULARS AND PRICES

Minneapolis Steel & Machinery Co. of Canada, Limited
923 LOGAN AVENUE WEST WINNIPEG

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

Mc & Co., Sask.—Bale iron for a Janesville tongueless cultivator can be obtained from the John Watson Mfg. Co., Winnipeg, who handle Janesville repairs.

W. & A., Man.—Part B 228, bearing box, is for an Ideal disc harrow, formerly made by the David Bradley Co., Bradley, Ill. Repairs can now be procured only from Sears, Roebuck & Co., Chicago.

C. C., Sask.—The "Captain Bill" sulky plow was formerly made by the Kingman Plow Co., Peoria, Ill. The only chance of getting a ratchet for landing lever is to write the M. & K. Brokerage Co., Kansas City, Mo., who carry some Kingman repairs.

B. H., Alta.—Keystone well drilling machinery is made by the Keystone Driller Co., Beaver Falls, Pa. (2) The Perfection fanning mill was formerly made by the Manson Campbell Co., Detroit. They may still have some repairs for the mill.

T. S. J., Man.—Part H X 303 is a right hand tail bracket for a Good Enough gang plow, made by the Moline Plow Co. Repairs can be procured from the John Watson Mfg. Co., Winnipeg.

V. J., Sask.—Repair cylinder shell for a Myer's low down, double acting force pump (Part 351) should be obtainable from the J. H. Ashdown Co., Winnipeg, who handle this line.

Dandurand & Pelton, International Dealers at Cadillac, make good use of Signs

E. O., Sask.—The "Western" horse-power hay press is made by the Sandwich Mfg. Co., Sandwich, Ill. Repairs can be procured from the factory only.

G. R. Co., Alta.—Pulley, 582 W, 18 x 5⅛ inch face, is for a No. 2 straw and ensilage cutter, made by the Massey-Harris Company. Address the nearest branch of the company for this repair. Part 356 W is a support for upper roller of same machine.

J. C. K., Man.—Hitches for binders and mowers are made by the following concerns: Hansman Manufacturing Co., Long Prairie, Minn.; Rock Island Plow Co., Rock Island, Ill.; Caswell Mfg. Co., Cherokee, Iowa. Either of these will send you particulars and information.

M. R., Sask.—A new drive gear for heavy pump jack (casting marked "Chapman") can be obtained through the nearest branch of the Ontario Wind Engine & Pump Co., Toronto.

J. A. T., Man.—Casting P. 179 for plow is the rear swing bracket for a Janesville riding plow. For part, write the John Watson Mfg. Co., Winnipeg, who handle Janesville repairs.

S. J. T., Sask.—Several concerns have manufactured and displayed at the Western Canadian Fairs machines for burning weed or stubble, but none of these, so far as we know, have got further than making the initial machine.

R. M. Co., Sask.—The only concern in Western Canada who make an automatic hog feeder is the Metal Works Co., Edmonton, Alta. A feeder in which the nose of the animals turned the machine and automatically ground the grain was made by the Hog Motor Co., at one time, but this concern has been out of business for the past twelve years.

Licenses for Iron and Steel

U.S. shippers of iron and steel to Canada must now obtain special licenses on all shipments of iron and steel products billed for Canada. Without such permits all shipments will be held up at the border, necessitating delay to Canadian purchasers of this class of goods.

Signs of the Times

The accompanying illustration is an exterior view of the warehouse of Dandurand & Pelton, dealers for the International Harvester Co., of Canada at Cadillac, Sask. A scrutiny of the photograph shows that Messrs. Dandurand & Pelton make full use of signs on their building, and there is no better way of drawing trade to the lines the dealer handles. No dealer should do without good signs on his building. They are a standing advertisement that pays all the time—as the above-mentioned firm of implement men have found to their profit.

Tractor Attachments Tried Out

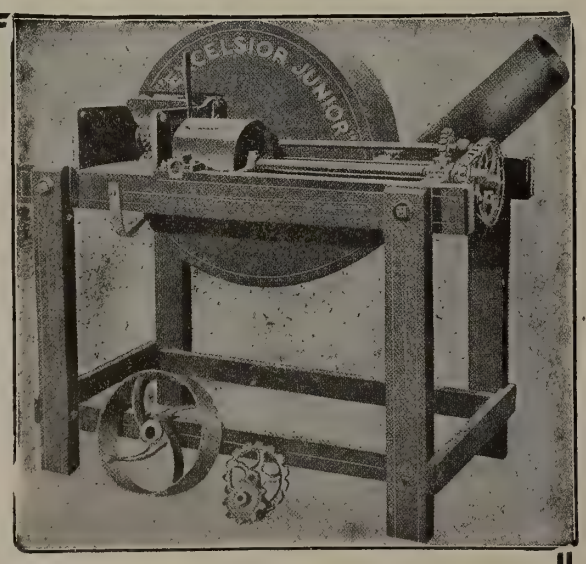
A report from the Central Experimental Farm at Ottawa states that a Ford car with tractor attachment was recently tried out on a piece of stiff clay soil. The converted car pulled two 12-inch bottoms, 7½ inches deep, plowing three-quarters of an acre in one hour. The car and attachment weighed less than 2,000 pounds.

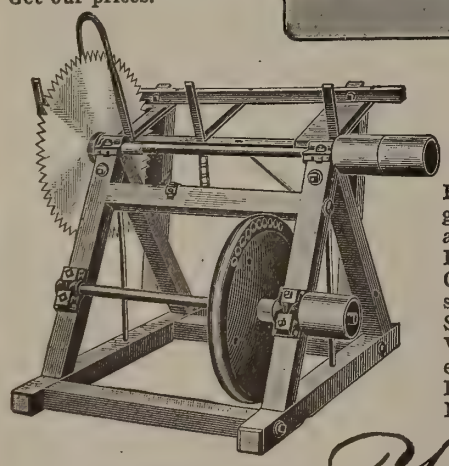
The day following, the land thus plowed was harrowed with a 32 disc harrow. The time occupied by the work was considerably less than an hour. It usually requires a team of six horses to draw a 32 disc harrow when cultivating clay soil. The attachment was also tried out on light orchard soil with equally satisfactory results, the officials considering that this form of power was very economical for farm operations.

"EXCELSIOR JUNIOR" BLOWER FEED CUTTERS

Are Big Sellers

Every farmer with over 5 head of stock wants one. Blower carries feed to any part of barn, or elevates up to 20 feet. Capacity, ½ to ¾ ton per hour; 4 to 6 h.p. drives it. Cuts three lengths, ½ to 1½ in.; one lever starts, stops and reverses. Get our prices.





Watson's High-Grade HARDWOOD FRAME WOOD and POLE SAWS

Have solid steel shafts and high grade bearings. Heavy, solid balanced flywheel. Three 5x6 pulleys. Rigidly braced hardwood frame. Complete saw mandrels supplied separately if desired.

SEASONABLE LINES — Sleighs, Wagon Sets, Feed Cutters, Grinders, Horse Powers, Pump Jacks, Engines, Viking Cream Separators, Hand and Power Washers, etc.

WE CARRY REPAIRS FOR ALL MOLINE AND JANESVILLE IMPLEMENTS

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, MAN.

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.

Have Your Customer Invest in a Vessot. You Cannot Do Him—and Yourself—a Better Turn

YOUR customer can run a **Vessot "Champion" Grinder** just as well as any miller could. With it he can save the miller's profit on all kinds of grinding—flax, barley, corn, crushed ear corn, oats, wheat, rye, peas, buckwheat, screenings, mixed grain, or any kind of feed stuff, fine or coarse as desired.

This grinder cleans grain as well as it grinds. The spout that carries the grain to the grinder is made with two sieves, a coarse one above and a fine one below. The coarse sieve catches nails, sticks and stones, but lets the grain fall through. The fine sieve holds the grain but takes out all sand and dirt. The grain passes to the grinding plates as clean as grain can be.

And it comes from the plates well ground. **Vessot** plates have such a reputation for good work that we have had to protect our customers and ourselves by placing the trade-mark **"SV"** on all our plates. Look for it.

To do its best work a **Vessot** grinder should be run by the steady power of a **Mogul Kerosene Engine.** This makes an excellent combination for any dealer to handle. Then you have an outfit that cannot be beat for good work or economy, or dealer satisfaction. Write us a card so that we can send you catalogues of these good machines.

International Harvester Company of Canada, Limited

BRANCH HOUSES

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

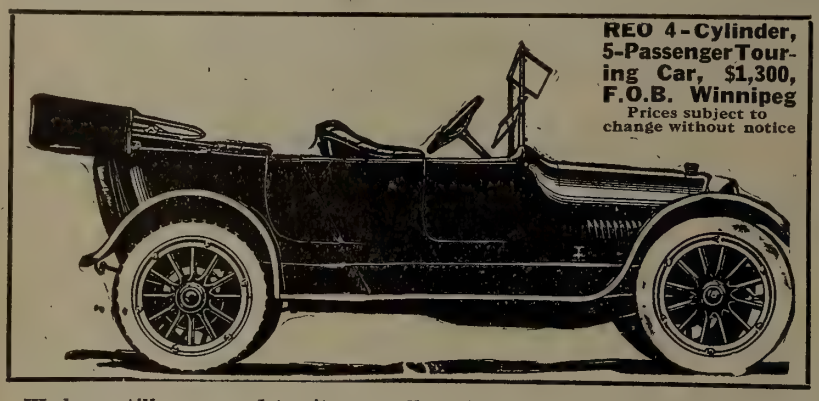
EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

CASH IN ON THEIR ESTABLISHED REPUTATION

Progressive dealers seek association with our lines because of the permanency and stability of the organizations back of the cars. We know of no better cars for the dealer to handle from the standpoint of satisfactory service and satisfactory profits.

GRAY-DORT REO PEERLESS

When sold—stay sold. No eating away of profits by unnecessary service, as with some cars. They stand up and give unvarying satisfaction to the purchaser under the most trying conditions. They are the leaders in automobile value.

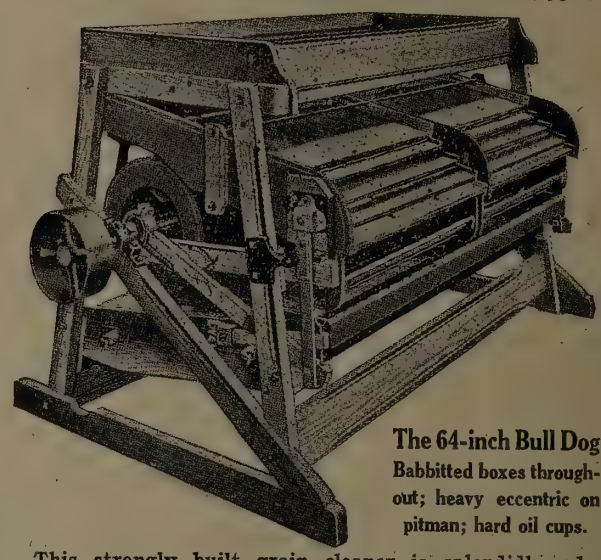


REO 4-Cylinder, 5-Passenger Touring Car, $1,300, F.O.B. Winnipeg
Prices subject to change without notice

We have still some good territory unallotted, and are ready to talk business with progressive dealers. If we are not represented in your territory, write at once so that you may get the cars to fill the unprecedented demand this fall. Our Agency Proposition is the most liberal offered the dealer.

Joseph Maw & Co., Limited
Factory Representatives
112-118 King Street Winnipeg, Man.

A BIG MILL for LARGE FARMS
OR FOR THE SMALL ELEVATOR
HEAVY CONSTRUCTION: CAPACITY 150 BUS. PER HOUR



The 64-inch Bull Dog
Babbitted boxes throughout; heavy eccentric on pitman; hard oil cups.

BULL DOG MILLS
Made in five sizes: 24, 32, 40, 48 and 64 inch sieve widths
Capacities: 25 to 150 bushels per hour.
Also power elevator cleaners, made in three sizes: Capacities, from 400 to 1,000 bus. per hour.

This strongly built grain cleaner is splendidly adapted for large farm requirements or elevators with limited space. Frictionless bearings give small power requirements. Heavy castings and sturdy design throughout make this the most durable big capacity grain cleaner sold. Equipped for general purpose cleaning—wheat, oats, barley, flax, etc. Galvanized wire, non-rusting screens. Automatic feed.

Ask us for full particulars. Order your stock of Bull Dog Mills early. WE MAKE PROMPT SHIPMENT. Elevators from 10 to 16 feet; power attachments for 24 and 32-inch mills. Send your specifications—NOW.

Specialists in Grain Cleaning and Grading Machinery

TWIN CITY SEPARATOR CO., LIMITED
Off Logan Ave. on Quelch Street Winnipeg, Man.
Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

Sales—Profits—Satisfaction
Handle an All-Purpose Elevator
The demand is daily increasing for the
CYCLONE PORTABLE GRAIN ELEVATOR

Cyclone Elevator with 3 H.P. FAIRBANKS-MORSE Type "Z" Kerosene Engine

Write for our Liberal Proposition

This machine, which loads cars, tanks and granaries, has a greater capacity than any other and is more strongly built. It will easily handle from 1,200 to 2,200 bushels per hour and can be operated by an engine of from 2½ to 6 h.p.

Regular length, 20 ft., three foot swivel discharge spout. Elevator is made of No. 16 gauge steel, with heavy center board. Cannot sag, twist or bend.

Manufactured by the HART GRAIN WEIGHER CO., makers of the famous "Perfection" and "Hartley" Threshing Machine baggers.

The Canadian Fairbanks-Morse Co., Limited
Saskatoon WINNIPEG Calgary

PRICE and QUALITY

We are manufacturing a full line of
HARNESS
of best possible Quality and lowest possible Price.

Our "CROWN" Line
of Harness will give you every satisfaction, and we invite your visit and inspection at our warehouse in Regina, corner of South Railway and Albert Streets.

Write us for Catalogue and Let us get Acquainted

Heney Carriage & Harness Co. Ltd.
MONTREAL
ESTABLISHED 1875
Representative:
BERT CONWAY, P.O. Box 33
REGINA SASK.

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 10 WINNIPEG, CANADA, OCTOBER, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

Head Office : Winnipeg

UNION BANK OF CANADA

Established 1865

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Total Assets, over 109,000,000

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This bank, having over 305 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: P. VIBERT, Mgr. Portage and Garry Branch: F. J. BOULTON, Mgr.

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LIFE — AUTOMOBILE — TORNADO
While in Garage or on Road

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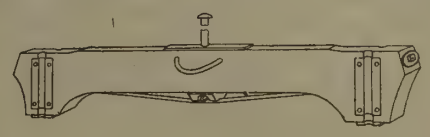
CASH TO LOAN

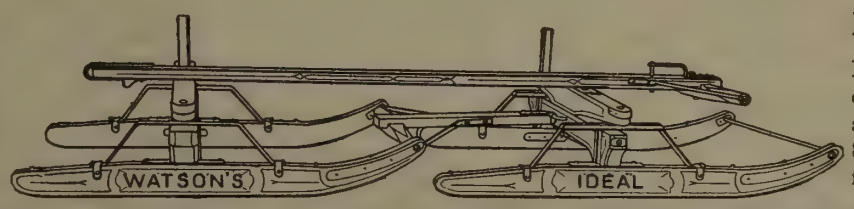
On First Mortgage Improved Farm Property

APPLICATIONS FOR AGENCIES INVITED

WATSON'S  SLEIGHS

EXCLUSIVE FEATURES

We have instituted more practical improvements on Sleighs than any other manufacturer. This line is our specialty. In design, material, finish and value our Sleighs are the leaders.



BIGGEST CARRYING CAPACITY

It's the way we make them. Size for size, carry heavier loads, have lighter draft, and hold the road better than any other Sleigh made. Farmers know—and ask for a Watson's Sleigh.

THE DEALER WHO HANDLES WATSON'S IDEAL FARM AND BUSH SLEIGHS GETS THE SLEIGH TRADE

"Ideal Sleighs are made in all sizes, Steel or Cast Shoes. The weakest point in a Sleigh is the bench. Note our Special Trussed Bench—a patented feature. The quality of our woods is unequalled: Runners—white oak; Benches—grey elm or oak; Poles and Reaches—heavy white oak. Only well seasoned, straight grained woods are used in Watson's Sleighs. Heavy steel bracing throughout. Scientifically designed runners—point of contact directly below bench. They ride on the top of the road—no skidding. Our Cast Shoes, curved up at rear, allow backing. Don't wait for the snow, investigate Watson's Sleighs and you will handle no other.

WE CARRY REPAIRS FOR ALL MOLINE IMPLEMENTS AND JANESVILLE PLOWS

John Watson Mfg. Co. LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

Sells Itself—This Wagon Seat

The Wagon Loaded

Lloyd's seats fit any wagon or sleigh box made. Take up no box space; give protection from wind and full control over the team. Strong spiral springs, specially tempered, give an easy riding motion.

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEATS

Going Home

Carry 600 lbs. with ease and are the lightest, most practical seats made. Get a dozen on your floor and watch them sell. We have a large stock on hand. Order your wagons less seats and supply the Lloyds. Write for prices—to-day.

MANUFACTURED AND GUARANTEED BY THE

WAWANESA WAGON SEAT COMPANY

WAWANESA, MANITOBA.

WHY NOT USE HORSE SENSE?

Not a Horse or a Mule in Western Canada (if he could talk) but would tell you that he could do 25% more work if you would clothe him comfortably with "Horse Shoe Brand" Collars, Harness or Saddles.

Sold only by legitimate and honourable dealers all over Western Canada, and Manufactured in Western Canada only by

THE GREAT WEST SADDLERY COMPANY

At WINNIPEG, CALGARY, EDMONTON, REGINA and SASKATOON.

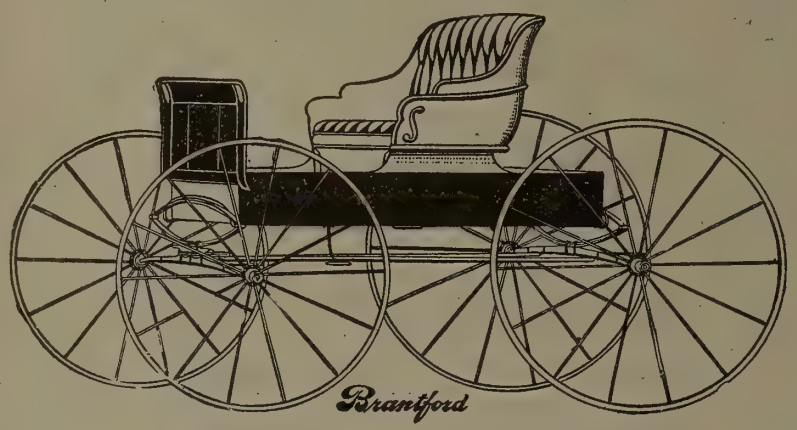
SEND FOR CATALOGUE AND PRICE LIST TO DEALERS ONLY

SIDE LINES:

We sell wholesale, to the dealers only, Mitts, Gloves, Moccasins, Automobile Tires, Spark Plugs and Auto Accessories, etc., etc.

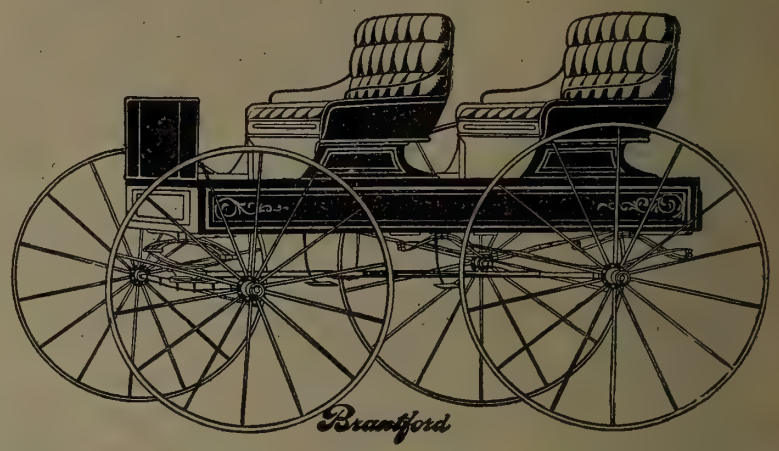
Brantford Carriages

SELLING BRANTFORD CARRIAGES is not only profitable but a pleasure as well. They have style, finish, long-wearing qualities and a reputation throughout the country of giving the best of satisfaction to their owners. Such a connection guarantees permanent and increasing trade in the vehicle line. If you are not pushing the Brantford line of vehicles you are missing a very considerable volume of clean, profitable business.



ROAD WAGONS

The style and finish of Brantford Road Wagons give them an air of individuality wherever seen. Those features, coupled with the superior quality of the materials that go into each job, appeal to the business instinct of every prospective customer. Nothing is spared in their manufacture to make them the best that good materials, expert workmanship and modern factory equipment can produce. The large volume of business done each year enables us to maintain SPECIALISTS in each department—designing, erecting, finishing, trimming, etc. — and you readily recognize the hand of the master mechanic in every vehicle.

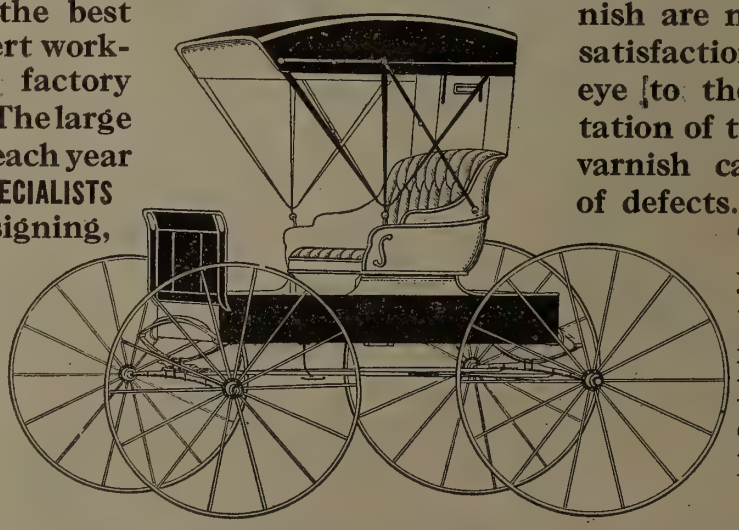


DEMOCRATS

Brantford Carriages, Democrats, Road Wagons, Carts, Surreys, etc., are made under our immediate supervision and we know they are right. Further, we place our guarantee of satisfactory service on every job. When buying vehicles remember that cheapness, bright paint and varnish are not the only guides to satisfaction. Choose with an eye to the standing and reputation of the makers. Paint and varnish can cover a multitude of defects.

The line is so complete you can fill any demand that customers will make of you. If you have not our latest catalog showing the lines, ask for it at once.

Top Buggies



ROAD WAGONS BUSINESS WAGONS MOUNTAIN WAGONS
DEMOCRATS ROAD CARTS TOP BUGGIES SURREYS, ETC.

Our nearest Branch House will be glad to give you full particulars regarding these or any other lines of Farm Implements and equipment. Write to-day.

COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 10 WINNIPEG. CANADA, OCTOBER, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

Turning the Straw Stack into Soil Fertility

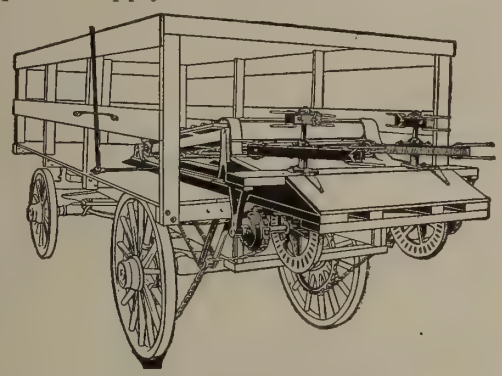
As we are well aware, even in the prairie soil of the West, it is important that the farmer does everything in his power to conserve his soil fertility. On the average soil the production of a cultivated crop results in the loss on that soil of 1,500 to 1,800 pounds of humus per acre. This loss must be replaced if we are to maintain the fertility of the soil. Straw is not only a great producer of humus, but is one of the greatest natural fertilizers, rich in crop-producing elements.

The pyres of straw we see annually throughout Western Canada are a flaming advertisement of a huge agricultural wastage. Yet millions of tons of straw are annually consigned to the flames on the North American continent. We all know of the enormous increase in the value of commercial fertilizers, yet it is too seldom realized that there is more than $3.50 worth of nitrogen, phosphorous and potash in a ton of straw, when the value is based on what these plant foods would cost the farmer in commercial fertilizers.

Preventing Soil Blowing

In areas of light soils a considerable loss occurs annually from drifting or blowing. This loss is cumulative—it usually increases yearly. The prevention of this condition is not difficult, for soils which contain a sufficient amount of organic matter, grass roots, etc., rarely blow. The soil deficient in this organic matter usually blows. This organic matter can be added to the soil either by the production of crops such as grasses, alfalfa, clover, etc., which develop good root systems, or through the direct application of manure or straw. If straw can be applied to the soil soon enough, blowing will be absolutely prevented. A heavy application is not necessary, a thin coating suffices to prevent the lightest soil from blowing seriously.

Humus is decaying vegetable matter, and the only way to keep up the supply is to put material on the ground that will decay. Just as soon as the amount of this vegetable matter begins to decrease, the soil begins to get out of good physical condition and will tend to "blow." This is certain to lower crop yields and profits. Straw is one of the leading materials under the conditions in the West that can be used to supply humus.



The Easy Way of Spreading Straw

In order to supply the enormous quantity of water necessary to grow an acre of wheat, oats, flax or barley, the soil must not only be in condition to absorb and hold water well, but it must be porous enough to permit the moisture to pass freely from one soil grain to another. This is only possible when the soil contains a large quantity of decaying organic matter (humus). Humus is the soil's lamp wick which draws the moisture stored in the soil and sub-soil and furnishes it to the growing plants. One ton of humus will absorb two tons of water and give it up readily to the growing crops. Not only that, but the shrinkage of the particles of decaying organic matter and the constant loosening of the soil grains, keep the soil open and porous. Furthermore, humus of good quality is extremely rich in both nitrogen and mineral plant food. The maintenance of fertility may almost be said to consist of keeping the soil well supplied with humus.

When a farmer burns straw he is destroying wealth that can be made available later if handled right. It is just as bad to let a straw stack rot down as to burn it. Almost all the nitrogen and humus is wasted in both cases, while if the stack rots down, the spot is made so fertile that small grain crops on it are practically a total loss. Spreading straw on winter wheat for protection is advised by many agricultural authorities.

The idea of spreading straw is old as the hills. Every farmer knows that straw has a great fertilizing value, but the average man has not yet realized the absolute necessity of returning the straw to the land, despite the fact that the single cropping system and the burning of straw may have almost robbed the land of its humus.

In the United Kingdom, where intensive farming is practised, you will see no straw wasted. If it is not transformed into valuable manure, it is mixed with manure and spread on the soil. To burn it would be regarded as akin to madness.

Spreading Straw Mechanically

There is no doubt that even those men who have for years fully realized the value of their straw stacks have let this wastage of soil fertility go on because of the enormous amount of hard work necessary to scatter straw over the fields. The old back-breaking pitchfork work daunted them. But the pitchfork method of straw spreading is no longer necessary, for the straw spreader, like the manure spreader, has eliminated drudgery from this operation on the farm.

The time has gone when a man can afford to waste straw. It is available wealth which if returned to the soil can be turned into money in those days when every bushel has a high monetary value and is so badly needed by humanity.

There was more excuse for a man not spreading his straw before the invention of the straw spreader. It was considerable work to spread straw by hand, and it decreased the profits that one would get, of course, for the cost of handling was so much more. The principle of spreading straw with a straw spreader is just the same as with spreading manure with a manure spreader

Thousands of Dollars Worth of Plant Food go up in Smoke from the Stacks

but the latter is not adapted to spreading straw successfully.

With the modern straw spreader, about 20 acres can be spread in a day, a load in about ten or twelve minutes. It is generally estimated that a fair sized load will cover an acre of land.

The majority of straw spreaders are made so that they can be attached to any hay frame. Special sprocket drive wheels are clamped to the rear wheels of the truck on which chains run which actuate mortise gear wheels, which in turn rotate the horizontal forks. These forks are mounted on vertical steel shafts and throw the straw broadcast. A clutch gear, controlled by a lever at the side of the frame, starts the revolving forks, while in most types an endless straw carrier feeds the load backwards to the forks for distribution. There is little mechanism to go wrong in these machines, which are remarkably efficient.

It is quite evident that there are but two ways in which the manurial value of straw can be conserved. First the straw can be used for bedding or feed for live stock and thus eventually find its way back to the land in the form of manure, but on the average Western Canadian farm the live stock is limited and the straw usually plentiful. The straw spreader offers an excellent means of the farmer returning to the soil all the soil fertility except that which he has been paid for in the form of grain. As a part of his farm equipment it represents a means of directly increasing the fertility of his land.

Recommendations on Tractor Standardization

In a recent report the Tractor Division of the U.S. Society of Automotive Engineers recommended that manufacturers rate their tractors as follows:

"The drawbar rating shall be 80 per cent of the power that the tractor is guaranteed to develop at the drawbar continuously for two hours, the tractor being in good condition and properly operated at rated engine speed. The tests should be taken on ground sufficiently firm to give the traction wheels a good footing, a firm sod being preferable.

"The belt power rating shall be 80 per cent of the power the engine is guaranteed to deliver at the belt pulley continuously for two hours, the tractor being in good condition and properly operated at rated engine speed."

A belt speed of 2,600 ft. per minute is advised as being the most efficient belt speed for average working conditions. As regards the height of drawbars, it was recommended that 17 inches would make the best location, and as a standard plowing speed, 2 1-3 miles per hour.

It was suggested, further, that the size adopted for diameter of engine magneto coupling shafts should be ¾ inch. In a report on the subject of standardizing such points in the tractor it was pointed out that at present tractors are being produced with a belt speed anywhere from 1,500 to 3,300 ft. per minute. If the belt speed of the engine is not practically the same on all tractors, it gives a great deal of trouble to get threshers to run at proper speeds, and if they do not run at the proper speed a good job of threshing is not practicable. Therefore, the society recommends a belt speed of 2,600 ft. per min. for all tractors, this being the speed obtained with a good average tractor and meeting the widest range of conditions. Practically all steam threshing engines have a belt speed of 2,600.

The plowing speed of 2 1-3 m.p.h. is suggested as a compromise that will give good results. This standardization is important because if one manufacturer gears his tractor to run 1¾ m.p.h., it naturally can pull more plows than the one geared to run 2½ m.p.h. The farmer is prone to judge the tractor by the number of plows it will pull at any speed, says the report. It would be more equitable all around if the manufacturers would design their machines to run at some certain speed, or approximately at that speed.

[Sisal Supply for 1918 Twine

Various reports indicate that a movement is afoot to still further increase the price of sisal fibre. The reasons for such advance will be put into the most plausible form. As a correspondent of Farm Implement News points out, much was made of a recent fire which damaged sisal stacks in Yucatan. Another report tells of labor troubles on the plantations, which will have the effect of lowering the production of fibre by fully 25 per cent—and so on. Despatches from Merida state that virtually all the sisal as used for binder twine production has been received, and that the crop is 35 per cent below normal. In 1916 growers received from 4 to 4½ cents per pound for their product and it is alleged that this season future sales will be as high as eight cents.

It is evident that through various sources the most gloomy outlook is being placed upon conditions relating to the production of the sisal fibre. Just how far these views are justifiable, and just how far they are being engineered by the Comision Reguladora is hard to say. At this writing it seems apparent that a basis is being made from which to manipulate another inflation in fibre values—due to conditions over which the sisal trust has no control! Mexican sisal fibre prices are at present on the basis of 19¼ cents shipment, New York, the highest price ever recorded in the history of the trade. Java sisal is 6¾ cents higher than Mexican sisal.

Fibre Investigation Ordered

Herbert C. Hoover, food administrator of the United States, has commissioned Henry Wolfer to investigate the fiber situation as affecting the cost of binder twine. Mr. Wolfer was for many years warden of Minnesota penitentiary, where a very large twine plant is operated. He is considered to be an expert on fiber values.

Affecting Sisal Values

It is reported that Mexico has advanced the export duty on henequen (sisal) fibre from 3 centavos per kilo to 5 per cent ad valorem, the new rate going into effect Sept. 15. On the present New York price for sisal the new duty will add practically one cent per pound to fibre values. This little item will further tend to add to the cost of 1918 binder twine.

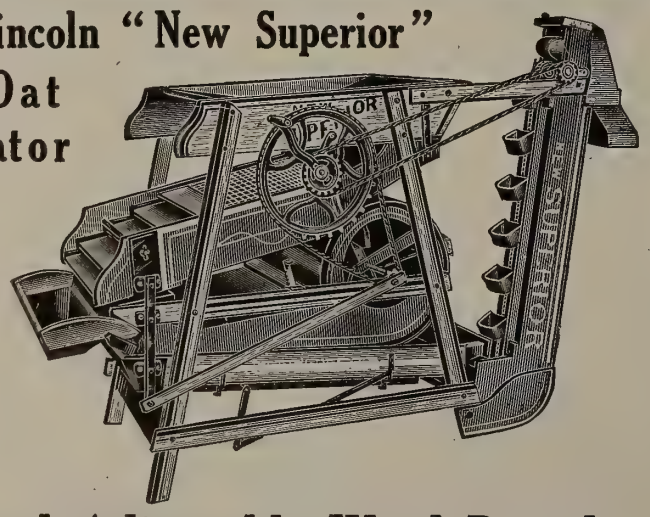
Binder Twine Prices in Britain

A correspondent in Scotland sends us some interesting data regarding twine prices this year in that country. Before harvest dealers were selling farmers twine, which they have had in stock for nearly a year, at $21.90 per cwt. (112 lbs.) which would work out at about 19½ cents per pound. Immediately before harvest wholesale concerns advanced the price to $25.50 per cwt., or practically 23 cents a pound, with the result that binder twine retailed at from 24½ to 26 cents per pound in Scotland.

It is stated that the rise in price is greater than might have been the case owing to the government requiring all ships laden with binder twine to discharge at London. Since freight rates are abnormally high, the result of longer rail haul increased twine prices. Formerly the twine was shipped to ports contiguous to the farming areas where it was used.

KING OF WILD OAT SEPARATORS

The Lincoln "New Superior" Wild Oat Separator



With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

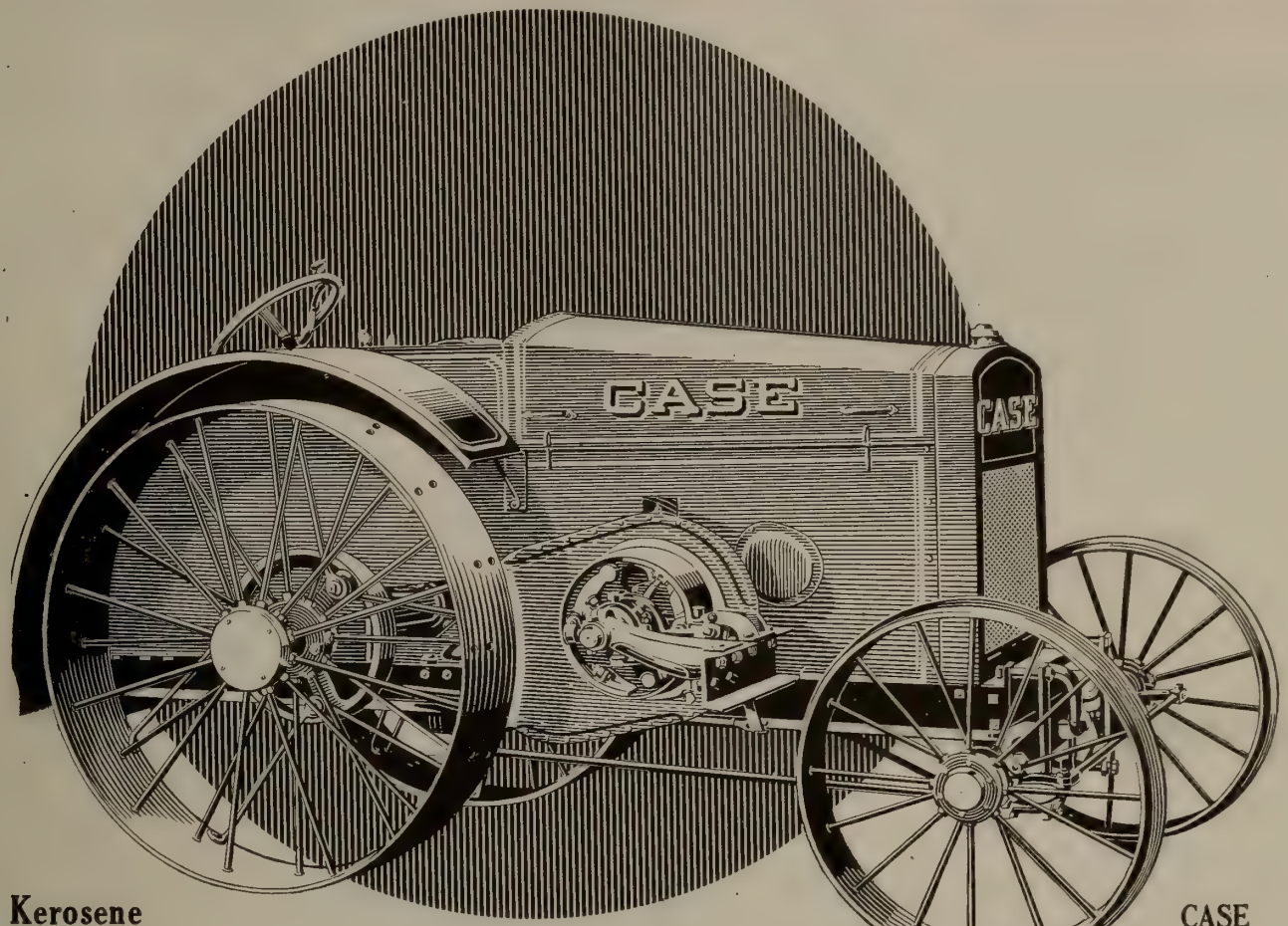
Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.
Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.



Kerosene Burner

CASE 9-18

Canadian Farmers are Buying CASE TRACTORS

The demand for Case Tractors is developing even more strongly than we predicted. When thousands of letters reached us from farmers in all parts of the country, we knew it was to be a big year for Case Tractors. Now we say it will be more than a big year—it is already a record-breaking year. The thoughts of the farmers have been turned toward **REAL** tractors. Dealers who had the foresight to start early with Case Tractors have reaped handsome profits, and with the biggest sales months yet to come. They have realized the farmers' determination to own Case Tractors.

The more you learn about oil tractors, the surer you will be that Case Tractors are in a class by themselves. We urge you to compare and study Case from the standpoints of design, material, construction and usefulness to the farmer. You are bound to be convinced of Case Tractor superiority for farmers and dealers.

The Sign of Mechanical Excellence the World Over.

The line of Case Gas Tractors—including the 9-18, 10-20, 12-25, 20-40, and 30-60—offers an unusual money-making opportunity to Canadian implement dealers.

Farmers will continue buying Case Tractors. The performance of every one sold sells others. The dealer who has a Case demonstrator on hand and is ready to take the farmer's order for immediate delivery is the dealer who will win in a big way. Let us explain our offer to you.

J. I. CASE THRESHING MACHINE COMPANY, Inc.

(Founded 1842)

561 ERIE STREET :: RACINE, WIS.

Canadian Branches: Calgary, Edmonton, Winnipeg, Brandon, Regina, Saskatoon.
Eastern Canada: Canadian Fairbanks-Morse Co., Limited, Toronto and Montreal.

Live Stock Machinery

The increasing shortage of labor on the farm is more and more leading the live stock farmer to adopt machines and implements which will dispense with man power. While the machinery for a homestead may vary according to the needs of the farmer, the stock raiser and dairyman have forged ahead so that the preparation of food for stock is of prime importance. Good live stock machinery, though expensive, must be regarded as economical, as a greater amount of work can be done in a given time.

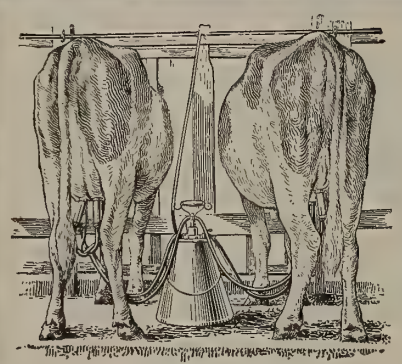
In this brief review we need not comment upon the importance of proper barn equipment, steel stalls and stanchions, water bowls, litter and feed carriers, hay forks and slings, etc. Food preparing appliances are in a class by themselves, such as feed grinders and feed cutters, ensilage cutters, root pulpers, oil cake cutters, etc.

Farmers differ as to the advantage of preparing food for cattle, some being of the opinion that to chaff the hay and straw is unnecessary, and that to crush the cake and slice the roots is sufficient. Others pulp the roots, crack the oil cake, and cut the chaff; which process will not only be found the best and most economical, but the cattle will thrive better upon it. Food properly prepared gives the better results, is more profitable, and prevents waste. It is a common and not very edifying sight to see the racks and mangers filled with quantities of long uncut hay and straw, a large proportion of which eventually gets trodden under foot, and trampled into manure.

Sometimes the roots are fed whole and unpulped, which is also a most wasteful practice and uneconomical in many ways. Except on small holdings, the use of small hand-power chaff-cutters cannot be recommended, as the work is slow and expensive, besides being monotonous and back-aching to a degree. Chaff is best for feeding when it has been stored for some considerable time.

As regards a motive power for machines for the preparation of food for stock, horse powers are economical upon the farm, but with the evolution of the engine, the dealer finds an avenue for engine sales. A 4 h.p. engine is usually powerful enough to drive a chaff cutter, crusher, grinder, feed or ensilage cutter or a turnip pulper.

Blower feed cutters, combined feed and ensilage cutters with extension carriers, pneumatic feed cutters, lever feed cutters and combined grinders and horse powers are good lines to handle. In the grain grinder trade there are many good types upon the market, while the dealer has also a good choice of pulpers and slicers to choose from. Good farm wheel barrows are also required on every live stock farm and they make a profitable line for the dealer.



THE EMPIRE MILKER
IN AN UP-TO-DATE DAIRY

Your Cash Drawer and the EMPIRE Milker Pail

THE EMPIRE Milking Machine is famous for getting lots of milk into the EMPIRE Milker Pail—quickly, cleanly, and to the satisfaction of both the dairyman and the cows.

The EMPIRE is simple and dependable, and has been adopted by the foremost dairying authorities in Canada, including The Central Experimental Farm, Ottawa, Ontario; Nova Scotia Agricultural College, Truro, Nova Scotia; McDonald Agricultural College, Ste. Anne de Bellevue, Quebec, etc.

It is because EMPIRE Milking Machines are famous for serving dairymen that the EMPIRE Line is so highly valued by implement dealers throughout Canada and the United States.

EMPIRE Milking Machines are just as proficient in putting dollars into the dealers' cash drawers as in making profits for users. The satisfaction of their users insures big profits to EMPIRE dealers.

Ask W. N. Robinson to Help You

Mr. W. N. Robinson has had a wealth of experience in selling a variety of goods to Canadian Farmers and Dairymen. He spends all his time in Western Canada. His services are yours when you become an EMPIRE Dealer. Write us at once to send W. N. Robinson to see you. He'll come on the run.

We offer to EMPIRE dealers the most complete selling help that can be devised—a big advertising campaign, booklets, signs, etc., for local distribution, and the personal selling assistance of expert EMPIRE Salesmen.

EMPIRE dealers have the complete co-operation of the big EMPIRE organization.

We still have places for a few new dealers—and we have a mighty attractive contract to offer—but act quickly. Write to-day, asking us to send the EMPIRE man to see you.

Milking Machines

EMPIRE LINE

Cream Separators

Gasoline Engines

EMPIRE CREAM SEPARATOR COMPANY

MONTREAL, QUEBEC TORONTO, ONTARIO WINNIPEG, MANITOBA

Getting Cream Separator Prospects

In a review in the De Laval Monthly, A. W. Jones gives some very valuable advice as to how the dairy supply dealer can increase his business. The methods of lining up prospects given are those tried out and proven successful by separator agents. Due prominence is given to the advisability of the dealer forwarding the names of prospects to the cream separator manufacturer who will put the merits of the machine before them in a convincing manner which will do much to help the dealer effect a sale. The following extracts from this interesting article should be of especial interest to dealers:

"Without a doubt, the very best way you can get prospects is by personally canvassing your territory. Although this method takes somewhat more time, results fully justify it. You will be able not only to get complete information concerning the separator needs of the prospect, but you will often be able to close sales on the spot."

One dealer starts out with a separator, a supply of parts and a number of cans of De Laval oil. He calls on users, adjusts and puts in new parts where necessary and sells them each a new can of oil. Users are glad to see the interest taken and are not backward in giving information about neighbors who are in the market for a separator.

Another method suggested is to call up users on the phone and, after enquiry as to how their separators are working, ask if they know of anyone in their neighborhood who is in the market for a cream separator.

The Local Creamery

In many places there is a local creamery to which the farmers usually bring their cream. The manager can assist you by giving you the names of those who do not use separators of any kind and also the names of those using old or worn-out machines that do not produce uniform cream.

The use of De Laval calendars is also outlined as a means of getting in contact with prospects; also the use of De Laval user's signs throughout the territory. In the compilation of a mailing list, it is suggested that the dealer ask every farmer who comes into the store, providing he has not already the data, how many cows he keeps, what he does with his milk, whether he is selling cream or making butter and how he stands on the separator question. Many agents, it is stated, who do this consistently get a number of good prospects.

When the dealer is out canvassing for other machinery, he can make an individual enquiry of each customer and by this means compile a list of prospects. Further suggestion is made that the dealer should be on hand with a machine at public sales, and should always endeavor to have an attractive separator display at the local fair. Advertising for the user of the oldest cream separator in the locality is another subtle way of securing a prospect, a small cash award being offered, or a can of separator oil.

Circular letters are also emphasized as a means of getting in touch with prospects, also the advisability of going over the ledger so as to find out names of farmers who are good prospects for a De Laval.

At public markets and at farmers' meetings the dealer can pick up prospects, while the local station agent can supply names of men who are shipping cream away. This helpful article on the locating of prospects for cream separator sales should be of interest to every De Laval dealer.

Hit the Bull's-eye with the De Laval

The dealers who score highest in the sale of Cream Separators sell De Lavals

You seldom see a good marksman fooling with a poor gun. He wants to win, so he uses the best gun and the best ammunition he can get.

If you are going to make a drive for the separator trade in your locality, you want the best machine you can get.

If you want to win, get the De Laval.

The De Laval is the oldest and best known cream separator.

Its superiority is everywhere recognized.

It's the best and most largely advertised cream separator.

If you handle the De Laval, you'll get real selling help, the kind of assistance that, with your co-operation, is bound to bring results.

The De Laval is the easiest separator to sell and no trouble after it's sold. You'll get a square deal if you take on the De Laval. It's the most profitable cream separator for any dealer to handle.

THE DE LAVAL COMPANY, LIMITED

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Sole Manufacturers in Canada of the famous De Laval Cream Separators

WINNIPEG VANCOUVER MONTREAL PETERBORO

50,000 Branches and Local Agencies the World Over

Farmers Endorse the Mechanical Milker

A farm journal in the United States recently held an inquiry among users of the milking machine as to how this machine was meeting farm demands. Twenty-nine reports were received and every user reported a substantial saving in milking time. The claim that milkers make cows nervous was contradicted, the majority of the farmers saying that it actually quieted nervous animals. Practically every man said he obtained cleaner milk. From the replies obtained, it was evident that a man milking only five cows could afford to instal a milker with profit. Some of the remarks which follow, as sent in by big users, testify to the value of the mechanical milker:

By installing milking machines we save much time, get cleaner milk and require less hired help the year around.

It is easier to get hired men where you use milking machines, and one man can milk twenty-five cows in one hour.

With one of these machines one man could practically take care of and milk forty cows.

My cows have less udder trouble than when hand-milked. Relieves the monotony of milking and we get a cleaner product.

Especially advantageous where you have hard-milking cows or cows with tender udders.

Milking machine is more dependable than man. I should be obliged to dispose of my herd if it were not for the machine.

I consider the modern milking machine thoroughly practical.

The machine saves time and money and keeps the hired help on the farm.

We can secure a cleaner milk with the machine and at the same time save labor.

American Tractors in France

In the tremendous European struggle that recently ended its third year, it is interesting to know that agriculture has come to occupy "its place in the sun." In Canada we have been under the impression that all the people of Europe were engaged chiefly in manufacturing guns, making munitions and such materials as destroy human lives and cause devastation.

An American Tractor at Work in France—also German Prisoners

But such is not the case, for France, as well as the other countries during this time, have also devoted their time to tilling every available spot of land for the production of more foodstuffs, and they have not adopted the methods which are gradually disappearing, namely, the horse and horse-drawn plow, but they have adopted the tractor and the American tractor at that. They have adopted the method of tractor farming because it does quicker and better work and produces greater crop yields.

The interesting picture illustrated herewith shows an American made tractor in the French fields with German prisoners at work. The same machine is popular in Western Canada, where it is well known in practically every farm community.

From the standpoint of the government and those who direct the nation's energies in wealth production, the important thing about prisoners is the work they can do. In France, a careful system has been evolved to sort out every kind of artisan, craftsman and laborer and assign him where his abilities are most in demand.

C.O.D. Engine Repairs

The National Gas Engine Association has a movement on foot to eliminate the practice of shipping engine repair parts on open account, and a number of engine manufacturers have already advised their customers that in future all repairs will be on a C.O.D. basis. It is stated that owing to small accounts being carried often for years, and finally written off, considerable loss resulted to the manufacturers. By sending engine repair parts C.O.D. a promptly closed transaction is possible and a saving in postage through mailing statements. It is suggested that in cases where the part can be held to be covered by the guarantee, the dealer should return the defective part, and if allowable the engine manufacturer refunds the amount of the C.O.D. for the repair.

Vehicle Concern Announces Change in Selling Policy

The Canada Carriage Company, Brockville, Ont., report a change in the method of handling Brockville buggies and carriages, as manufactured by them. For many years the Brockville buggy has been sold through jobbers and of late years by the John Deere Plow Co. In an endeavor to maintain the high grade of materials incorporated in the Brockville line of vehicles, the Canada Carriage Co. announce as follows:

That they will discontinue the sale of Brockville buggies through the jobber, and will sell their 1918 buggies direct to the Western Canadian dealers through their own organization in this territory. This step, it is stated, will effect an economy in distribution which will be of benefit to both dealer and consumer.

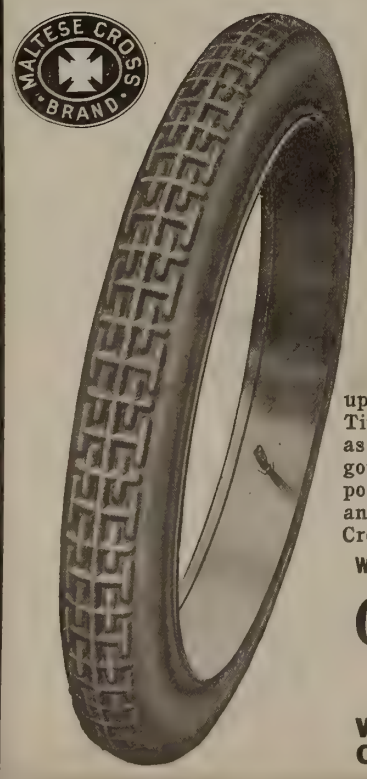
The change in policy does not affect the line of Brockville cutters and pleasure sleighs, which will for this season continue to be sold, as heretofore, by the John Deere Plow Co.

In celebrating their 50th anniversary of the McLaughlin vehicle lines, which were established in 1868, the Canada Carriage Co. also announce the manufacture of a "Golden Anniversary Buggy," which, it is stated, is of the highest possible grade and should be a big selling line for Western vehicle dealers.

Repair Shops for Argentine

Because of the extreme difficulty of obtaining importation of farm machinery in the Argentine, owing to lack of shipping, the Agricultural Defense Society in that republic has recommended to the government the establishment of farm machinery repair shops at various points, where existing machinery may be overhauled and repaired preparatory to the harvest, which commences in December.

All aboard for sleigh sales!



THE POWER OF QUALITY

By sheer power of Quality, the demand for Maltese Cross Tires and Tubes has increased year by year, and hundreds of Maltese Cross dealers, backed by the Quality of our lines, have built up a Quality trade in Tires that is all their own. They have permanently entrenched themselves against competition by selling the "Maltese Cross" Line.

PARAGON TREAD TIRES

"By Miles the Best"

SWIFT RESILIENT SAFE SURE

Built to meet the demand for Quality—not competition of Price. Made in the most up-to-date tire factory in Canada, from the best procurable fabrics. Into every "Paragon" Tire we build the results of 30 years' experience in rubber manufacture, and our reputation as makers of Canada's premier Tires. Black Tread—Red Side Walls—that's the "Paragon." The tread is scientifically designed to reduce the road friction and give the greatest possible wear. Dollar for dollar they give your customers more value, economy, mileage and durability. There is good profit for you in our line of Quality Tires—the "Maltese Cross" Line. Write the nearest branch—to-day.

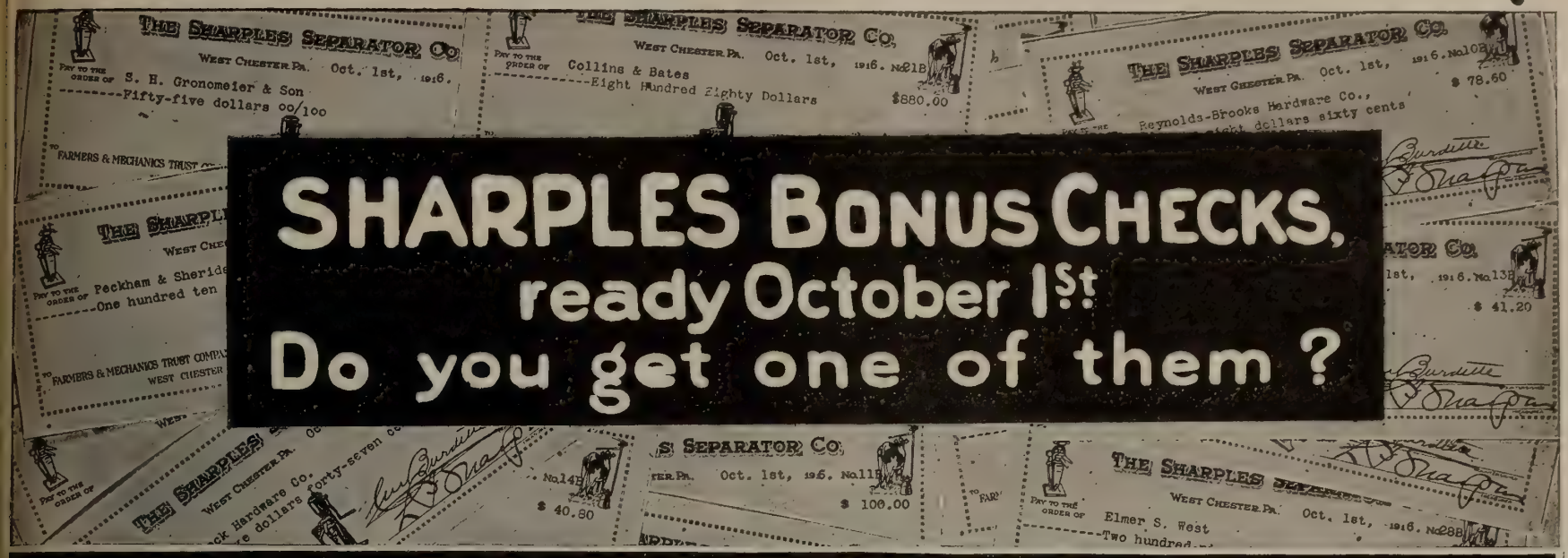
WE ARE NOW BOOKING ORDERS FOR TIRES, TUBES AND ACCESSORIES FOR DELIVERY NEXT SPRING

GUTTA PERCHA & RUBBER, LIMITED

Factories: TORONTO

WESTERN BRANCHES:

Winnipeg Fort William Regina Saskatoon
Calgary Lethbridge Edmonton Vancouver


THE SHARPLES SEPARATOR CO
West Chester Pa. Oct. 1st, 1916.
Pay to the order of S. H. Gronomeier & Son
Fifty-five dollars 00/100
THE SHARPLES SEPARATOR CO.
West Chester Pa. Oct. 1st, 1916. No218
Pay to the order of Collins & Bates
Eight Hundred Eighty Dollars
$880.00
THE SHARPLES SEPARATOR CO.
West Chester Pa. Oct. 1st, 1916. No108
$ 78.60
Reynolds-Brooks Hardware Co.,
SHARPLES BONUS CHECKS,
ready October 1st
Do you get one of them ?
THE SHARPLES SEPARATOR CO.
West Chester Pa. Oct. 1st, 1916. No138
$ 41.20
Pay to the order of Peckham & Sheride
One hundred ten
THE SHARPLES SEPARATOR CO.
West Chester Pa. Oct. 1st, 1916. No114
$ 100.00
THE SHARPLES SEPARATOR CO.
West Chester Pa. Oct. 1st, 1916. No288
Pay to the order of Elmer S. West
Two hundred
West Chester Pa. Hardware Co.
$ 40.80

We will shortly mail all Sharples dealers who have sold five or more Suction-feed Separators, or ten or more Milker units, a bonus check. This bonus is in addition to the regular contract discount and will range from about $15 to over $1,000. Last year the largest bonus check was $880, paid to Collins & Bates, Adams, N. Y. Last year we sent out over $50,000 worth of bonus checks. This year we will distribute nearly $100,000 in bonuses.

SHARPLES
SUCTION-FEED
CREAM SEPARATOR

The reason is that Sharples machines are easier to sell than other makes. The Sharples Suction-feed Separator will skim absolutely clean, whether turned fast or slow, regular or irregular. All other separators lose a lot of fat if turned slow or irregular. The Suction-feed, therefore, will save a lot of butter fat that all other makes lose, and, as butter fat has never before in American history commanded so high a price, the necessity for the Sharples Separator and the opportunities for its sale are apparent. There are thousands of prospects for a Sharples machine who would not be interested in any other makes.

SHARPLES MILKER

—is the fastest-milking Milker built. Repeated official tests have shown this to be true. It is most durable and least likely to cause trouble, and is the only milker with an individual adjustment, so that each cow can be milked individually.

Therefore, the dealer with the Sharples line is in a different position from dealers with other lines. He has an exclusive proposition and one offering greater possibilities.

We want good, live substantial dealers, who can handle large exclusive territories; hence, our offering the bonus for quantity sales.

We want to keep our dealers so far apart that all of them can make a big profit and build a permanent business with our line.

Our separator contract for 1918 is the most co-operative and liberal that we know of, and our Milker agreement offers wonderful opportunities for those in position to sell Sharples Milkers.

If interested in making more money and building a permanent and profitable business, write us and we will be glad to give you some facts and figures and go into detail.

THE SHARPLES SEPARATOR COMPANY TORONTO, ONT. REGINA, SASK.

THE MITCHELL & McGREGOR HDWE. CO., BRANDON, MAN. Distributors for Manitoba

OUR REGINA BRANCH IS EQUIPPED TO TAKE CARE OF ALL REPAIRS AND SUPPLIES FOR WESTERN CANADA

The Fanning Mill Route to Bigger Crops

In the trade territory of any one implement dealer weeds are annually costing his customers hundreds and possibly thousands of dollars. Weeds in his crop are the greatest robber the farmer has to contend with; they make him work harder and earn less.

One small weed seed planted with the seed grain may bring forth a hundred thousand weed seeds, each of which will develop into a healthy, thriving weed that will require labor to eradicate.

In the propaganda advanced for crop improvement, a great deal is said regarding weed eradication and control, but the arguments used usually apply too late in the day.

The easiest and cheapest way for the farmer to eliminate the weed menace is to take the weed seeds out of the seed grain. Why wait and take the grown up weeds out of the fields? Crop improvement hinges upon two factors: (1) Seed selection; (2) soil culture. They are equally important. The average farmer pays more attention to soil culture than to seed selection—and soil culture costs a lot of money and time. Why cultivate or make a perfect seed bed and then sow unclean seed?

To procure a good seed bed requires implements and horse flesh. It takes a deal of time and must be done thoroughly. Why go to all this trouble and expense and then sow seeds, half of which are scrubs? What man would build a fine barn and up-to-date barn equipment to house scrub cattle?

The first step to greater crop production is proper seed selection, and seed selection costs the farmer nothing and will yield 15 to 25 per cent more crops than ordinary unclean seed. To procure clean seed the farmer only requires a machine that will scientifically clean and grade his grain—and few are the dealers who do not handle a fanning mill which will give any farmer the necessary assistance in grading and cleaning his seed.

Clean Seed a Necessity

It is strange in these days of agricultural colleges, bulletins, farm papers and agricultural development that thousands of farmers are still planting foul shrunken seed and are paying the penalty in poor crops. If the farmer wants to grow a pedigreed variety of grain, he must go to the seed dealer and that costs money. He can also take seed to the elevator to be cleaned and graded. But he must bag the grain and haul it for miles. This takes both time and money. In the majority of elevators the cleaning equipment is scarcely such as to produce grain fit for seed. The cleaning is not sufficiently perfect to get the kind of kernels required for perfect seed, for usually only the poorest shrunken seed is removed. Further, the public elevator is a public weed distributor.

Your farmer friend may haul in nice seed to grade, but ahead of him was a load filthy with mustard, cockle or wild oats that will infest acres of crop from the "cleaned" seed.

An Important Machine

It is safe to say that there is no more important machine on the farm to-day than the fanning mill or separator, call it as you like. With these machines the farmers clean, grade and separate their seed grain right at home—during odd hours. Such a fanning mill has many functions.

It may be used as a grain and seed separator, separating mixed wheat, barley, oats and seeds. It cleans the grain of impurities and grades the grain, retaining the high grade kernels for seeding purposes. It eradicates all impurities and crushed or imperfect grains.

When you mention that you handle such and such a fanning mill, and that you'd like him to look it over, some farmers may be contorted with pain at the idea of its very reasonable cost. For such men it is wisdom for the dealer to have on hand a broadside of facts to shatter the idea that the fanning mill is not necessary—or that it is an investment that can be well gotten along without.

Testing the Efficiency and Capacity of the Fanning Mill

What will a modern fanning mill do for your customer? It will clean, grade and separate wheat, oats, barley, flax, grasses, etc. It weeds out grain from grasses and put an end to weeds, separates wheat and oats, barley and oats, rye and oats, timothy and clover, and will take out cockle, mustard and wild oats from wheat or barley.

It makes your customer independent of the seed men and elevator men. Many an elevator has cleared nearly $2,000 in 60 days cleaning farmers' grain. Every time the customer sends his uncleaned grain to the elevator he is wasting money that would benefit local trade. He is docked when he sells his grain and must lose his screenings or buy them back to use as feed. Mighty good business for the elevator—but poor business for the farmer.

Dealers, make your customers' ears tired with reiteration of these facts. Tell them to clean their own grain, to get a power mill if they have power. They can clean not only their seed grain but their market grain—and make from one to two grades on their crop in cases. They can keep the screenings and put the profits in their pocket. Screenings are now worth $30 a ton. Why should any farmer pay the elevator for cleaning his grain when he can do it himself easily and quickly year after year?

The fanning mill is the greatest aid to seed selection. It will increase the average yield per acre, says an authority, more than one-fifth. There is no mystery in getting healthy, sturdy stands of grain. The seed is the secret, but the seed must be strong and healthy, for it has to fight so many weed impurities that are grabbing all the soil nourishment they can from the seed grain.

The sickly grain cannot be used if good crops are to result. Strong seed is needed to grow big crops—seed that will stand dry spells and bad weather, drouth and disease. Good selected seed are an assurance against damage through not only drouth but also wet and cold weather.

Selling the Mill

The dealer who sets out to find a suitable fanning mill to handle has a wide choice of makes to choose from. With due investigation, he can select a mill that has a good reputation behind it—one that is efficient in cleaning, of good design, and that does perfect work on the different grains. Strength of construction and good design are important features, as are the design of the sieves and screens. These factors are all important, but only careful investigation will determine the superior mechanical construction that leads to long service and efficiency in operation.

It is unwise to try to sell fanning mills from printed matter. They are comparatively inexpensive and a mill equipped with a bagger on your floor makes a very attractive feature in the warehouse. It can be easily demonstrated to the prospective customer, and with manufacturers' literature and a recapitulation of the advantages gained by the use of those mills, it is usually an easy job to close a sale. More advertising of fanning mills might be done in the local paper, for we must not forget that competition in this line gets keener yearly. Make up a list of the men in your territory who should have mills, also those who have antiquated or inefficient types of seed-cleaning apparatus. Circularize such men. Get them to

Implement Business For Sale

Thriving retail implement business for sale. Located in town of 700, in excellent trade territory, on Regina-Saskatoon branch, C.N.R, Two lots, 25x132; building 25x132, two stories; top renting at $28.00 monthly. Turnover this year will be over $70,000.00. Thoroughly established trade—handling best selling lines. Terms, one-half cash—balance can be suitably arranged. Stock at invoice price; cash to be paid for repairs. Balance of stock arranged. Fullest enquiry and investigation of books invited. Splendid opportunity for live man. In first instance, Apply

Box M., Canadian Farm Implements, Winnipeg

MAX

WAGGON OIL TANK

Diameter	Length	Capacity	Weight	Gauge of Steel
30 inches	10 feet	365 gallons	550 lbs.	14
36 inches	10 feet	525 gallons	625 lbs.	12

ALL SEAMS WELDED
ONE PIECE CONSTRUCTION
FAUCET CAPPED FILLER HOLE

Built to last and give satisfactory service

WRITE TO-DAY FOR PRICES AND FULL PARTICULARS

Winnipeg Ceiling and Roofing Co., Limited

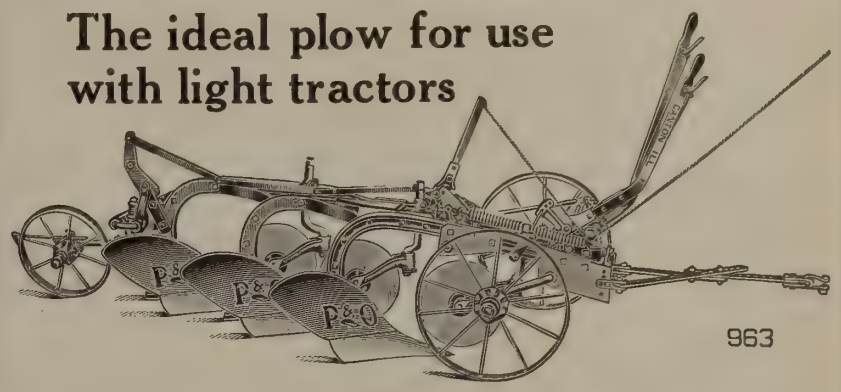
Makers of Max Stock Troughs, Tank Heaters, Oil Barrels, etc.

P.O. Box 3006 F.I. 6 Winnipeg, Man.

P & O

Little Genius Tractor Plow

The ideal plow for use with light tractors



Selling success based on efficiency of field service—that's the foundation of the wonderful sales record of the P & O Little Genius. The Little Genius is built for strenuous service. Its reputation in three short years has gone all over the United States and the Dominion of Canada, and into many foreign countries. The P & O Little Genius is helping French, English and Russian farmers to solve their labor problems. It is the kind of plow that can make good when far from home and plow experts. Such a plow is bound to be a desirable plow for you to sell, the kind of plow that will inspire confidence in you and what you offer for sale. If you are unacquainted with the P & O Little Genius write for circular and list of testimonials from satisfied users.

Made by PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.

International Harvester Co. of Canada, Ltd.

SALES AGENTS FOR CANADA

Winnipeg Brandon Regina Saskatoon North Battleford
Yorkton Estevan Calgary Edmonton Lethbridge

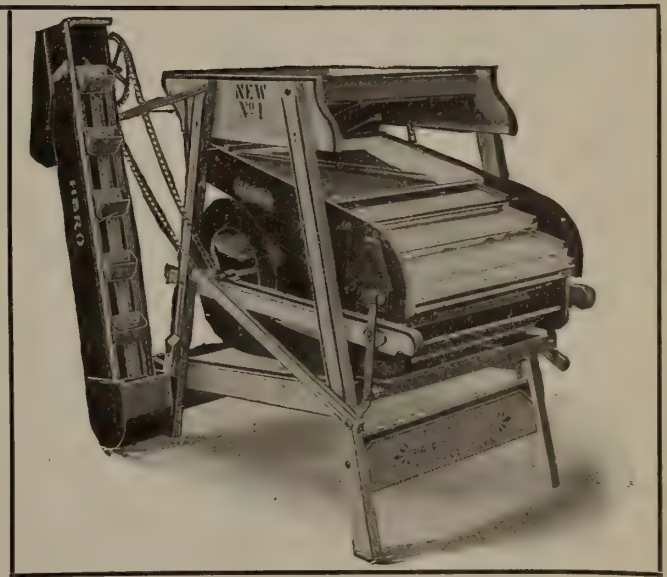
BETTER CROPS and BIGGER PROFITS are what Your Customers Get from "HERO" Fanning Mills

The user of a HERO Mill realizes the maximum price for his grain this year, and selects strong, healthy seed to whip next year's weeds. He saves the cost in a single season.

Three Sizes:
24, 32, 48 inches

Profit by the Big Demand for "HERO" Fanning Mills

SOLD THROUGH DEALERS ONLY AND UNDER NO OTHER NAME THAN "HERO."



Made only by the Hero Mfg. Co., and distributed to the retail trade by Messrs. D. Ackland & Son, Ltd., who positively guarantee delivery on all mills sold. We can fill your specifications on the shortest notice. The reputation of the "HERO" as Canada's BEST fanning mill is a selling asset you cannot afford to overlook. These mills are made stronger, better and even more efficient than heretofore. See the Ackland traveller, or drop us a line for full information and prices.

Manufactured and Guaranteed by the HERO MFG. CO. LTD.

Exclusive Sales Agents for Western Canada

D. Ackland & Son, Limited

Calgary
Edmonton

TRADE D&S LTD MARK

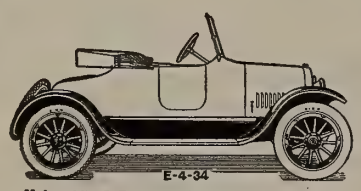
65-68 Higgins Ave.
Winnipeg

come in and look over your mills. If possible, have a power mill belted to a small engine so as to show the great capacity of the larger models. In many ways the fanning mill trade can be increased, and the dealer can always have the assurance that in selling a good fanning mill he is enriching his customer and incidentally increasing community prosperity.

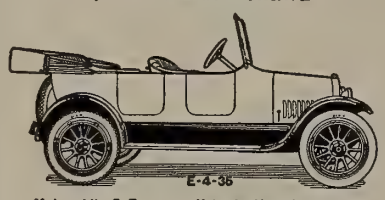
A New Wagon Oil Tank

The wagon tank, whether for water or oil fuel, is a line that the dealer finds profitable in the majority of districts. A new type tank recently placed upon the market is the "MAX" wagon oil tank, manufactured by the Winnipeg Ceiling & Roofing Co., Winnipeg. This addition to the well known "Max" line of sheet metal products is made in two sizes, 30 and 36 inches diameter. Of blue annealed steel, all seams are welded and the heads machine flanged and welded to the body, making an exceptionally strong tank. Each size tank is 10-ft. long—the capacities being 365 and 525 gallons respectively. They are built for one oil, or with compartments and individual faucets. The filler hole is capped and the whole tank is firmly mounted on a 4x6 frame which is bolted to angle iron knees riveted to steel channel bolsters. Of very sturdy and serviceable construction, there should be a good demand throughout Western territory for this latest product of the Winnipeg Ceiling & Roofing Co.

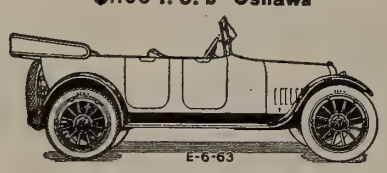
Announcing
New Series "E"
McLaughlin
Leaders in
All Points of Merit



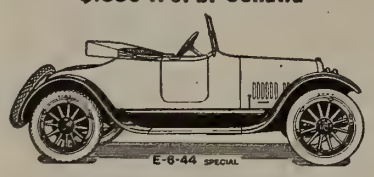
McLaughlin 2-Passenger Valve-in-Head Roadster
$1100 f. o. b. Oshawa



McLaughlin 5-Passenger Valve-in-Head Touring Car
$1100 f. o. b. Oshawa



McLaughlin "Light Six" Valve-in-Head Touring Car
E-6-62 is a Roomy Roadster Built on the Same Chassis
$1350 f. o. b. Oshawa



Gentlemen's 3-Passenger Valve-in-Head Roadster
E-6-44 Regular, Built on the Same Chassis
$1695 f. o. b. Oshawa

The New McLaughlin Models Eclipse all Previous Standards of Beauty and Value

EVEN more graceful in design with greater power the new series "E" more than maintains the supremacy accorded "Canada's Standard Car" for eight successive seasons.

The famous McLaughlin valve-in-head motor develops more power than any other type of motor of the same bore and stroke, and develops this reserve power with the minimum gasoline consumption. Every mechanical feature of McLaughlin cars has been perfected to the same high standard of efficiency as the motor.

McLaughlin designers and engineers have built 12 body styles of rare beauty—worthy masterpieces of our coach builders' art.

This complete line of 12 new models built in one group of factories and distributed by 12 branches and over 300 dealers from coast to coast includes a car for every need.

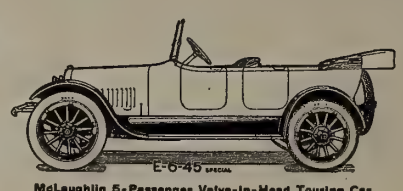
See the new series "E" before you buy your car.

SEND FOR NEW CATALOGUE

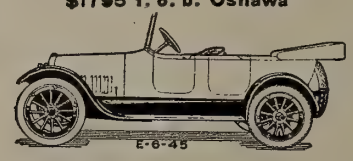
"WHEN BETTER AUTOMOBILES ARE BUILT, McLAUGHLIN WILL BUILD THEM"

See this New Series at the nearest Branch or Dealers

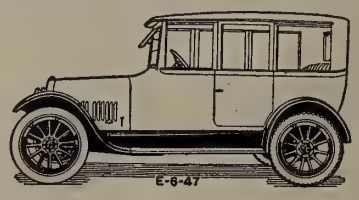
VALVE-IN-HEAD McLAUGHLIN MOTOR CARS



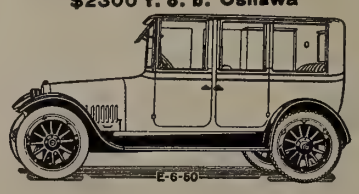
McLaughlin 5-Passenger Valve-in-Head Touring Car
E-6-45 Regular, Built on the Same Chassis
$1795 f. o. b. Oshawa



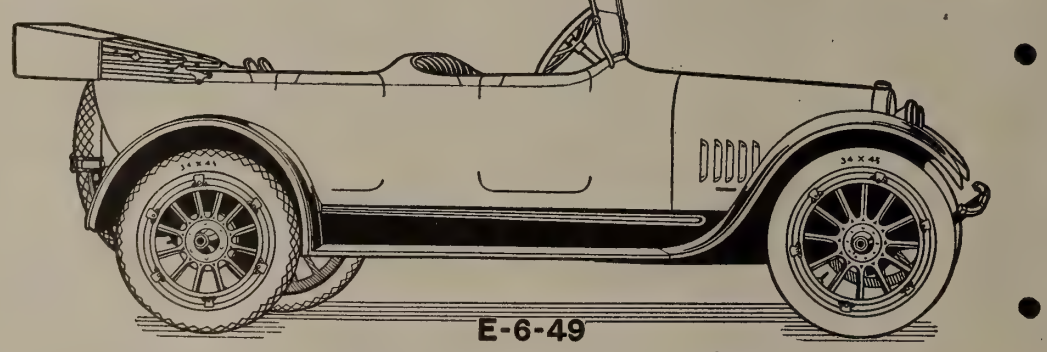
McLaughlin 5-Passenger Touring Car
$1695 f. o. b. Oshawa



McLaughlin 5-Passenger Convertible Sedan
$2300 f. o. b. Oshawa



McLaughlin 7-Passenger Convertible Touring Sedan
$2950 f. o. b. Oshawa



E-6-49
McLaughlin 7-Passenger Valve-in-Head Touring Car
$2050 f. o. b. Oshawa

The McLaughlin Motor Car Co. Limited, Oshawa, Ont.

U.S. Implement Exports Increase

The U.S. Department of Commerce recently issued figures showing the export trade in farm implements for the fiscal year 1917, which ended June 30 last. Exports are valued at $26,552,826 for this period, compared with $17,611,297 in the preceding year. A considerable proportion of this apparent advance is due to the increased price of the goods.

Farm machinery to the value of $6,791,727 was exported to Canada. The exports of binder twine for the year were 146,716,747 lbs., an increase of about 18,000,000 pounds over the preceding year. The export twine value was $17,398,922, an increase of approximately six million dollars. Canada took 76,456,420 lbs. of the total U.S. binder twine export, Russia following with 15,446,714 lbs.

Advances in Repairs

Dealers do not question the right of the manufacturers to demand advances on repairs, but they are well within their rights when they protest against an advance made by withdrawing discounts. It would be more fitting for manufacturers to increase the list prices sufficiently to permit them to give the dealers an increased discount; for although discounts in some cases are ample, in others they are entirely too small for profit and the average affords an inadequate gain for the dealer. — Farm Implement News.

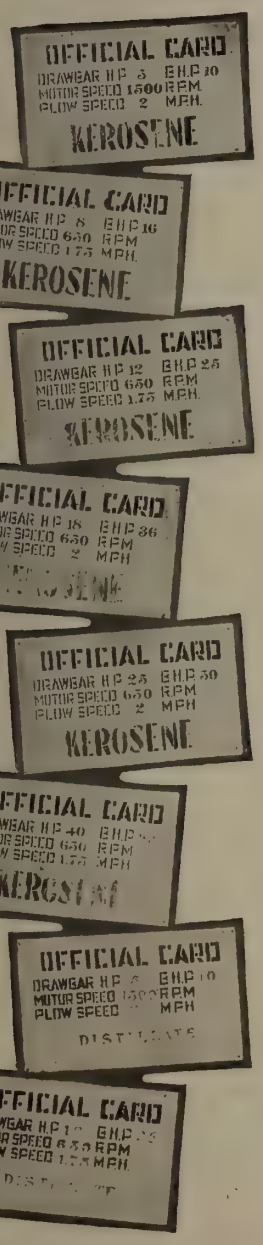
Fire Losses in Saskatchewan

During the first six months of 1917 the fire losses in the province of Saskatchewan amounted to $633,047. Figures given show that 234 residences were destroyed, roughly 40 per cent being burned through exposure fires, 3 per cent through prairie fires and about 12 per cent from carelessness through defects in flues, chimneys, stoves, etc. Approximately 80 stores were burned during the six months.

Many barn fires were directly due to spontaneous combustion. New mown hay or oat sheaves were stored when insufficiently cured. Heating took place and fire was the result.

AVERY Tractors Don't Just Run on Kerosene

They Burn ALL the Kerosene



You MUST Sell a Kerosene Tractor

Farmers don't want gasoline tractors any more. They demand kerosene burners. And it's no wonder. It costs less than half as much to use kerosene as it does gasoline.

But It Must Be A REAL Kerosene Tractor

There is a lot of difference between the way different makes of tractors burn kerosene.

Some just "get by"—others really "make good."

An agricultural engineer who is an authority on tractors writes in reporting on the 1917 National Tractor Demonstration: "Some of the kerosene burners appear to get along without any trouble where others, judging from the smoke, looked as though they were burning soft coal. To be painfully exact and truthful, I may say that there are mighty few successful kerosene burning motors."

Another authority says, in reporting on the Demonstration, "Unfortunately there was no final checking up on the amount of kerosene passing the pistons into the crankcase on any of the machines."

The 1917 Tractor Demonstration Proved AVERY Tractors to be REAL Kerosene Burners

The rules of the demonstration were that a tractor which burned kerosene was allowed only 5 per cent as much gasoline as kerosene for starting. All tanks were drained, filled and sealed under the supervision of a fuel inspector.

The Avery Company accepted the rule gladly as an opportunity to show that Avery Tractors were real kerosene burners. The tanks on every Avery Tractor were filled with kerosene and every day of the entire demonstration every Avery Tractor proved that it was a real kerosene burner.

AVERY Tractors Did More Than Just Burn Kerosene

They not only burned kerosene, but

They burned kerosene without calling for any more gasoline during the entire week than the 5 per cent allowed for the first day's filling of kerosene.

They burned kerosene without a lot of black smoke coming out of the exhaust, showing that they did not waste fuel but burned ALL of it.

They burned kerosene without the fuel passing the pistons and cutting the lubrication; the oil in the crankcase did not have to be changed.

They burned kerosene without wasting oil, as do tractors with mechanical oilers where the oil is used only once.

And to show that Avery Tractors would do even more, two sizes were run on distillate.

Burning Kerosene Is One Thing—Burning ALL Of It Is Another

It is a big step in advance from burning gasoline to burning kerosene, but it is just as much or more of a further step from burning kerosene (as most any tractor can do for a little while) to burning ALL of the kerosene, as do Avery Tractors.

Avery Tractors are the ONLY MAKE of tractors with a Double Carburetor and Duplex Gasifier Fuel System and the ONLY MAKE of tractors that really burn ALL the kerosene.

Owners of AVERY Tractors Burn Kerosene Successfully

Avery Tractors are making records in the field burning kerosene as well as at demonstrations and exhibitions. Read below what owners say:

"Our engine runs as smoothly on kerosene as on gasoline. We haven't had a bit of trouble with it."

J. D. Steele, Daviess Co., Ill.

"Am using kerosene all the time except for starting and it works just as well with it as with gasoline."

Wm. F. Schroeder, Renville Co., N.D.

"There are eleven gas and oil tractors in our country. None of them handles kerosene as well as the Avery."

Hosea O. Stoner, Hancock Co., Ind.

"Am using my Avery Tractor plowing every day and it is giving the best of service with pure kerosene."

Geo. R. Squire, Wood Co., Ohio.

"Our Avery Tractor burns kerosene as good as any other make of tractor burns gasoline."

J. W. Eggelson & Sons, Bates Co., Mo.

"The Avery Tractor sold me last fall is the only successful tractor burning kerosene in this territory."

Fred Caves, Jackson Co., Okla.

WRITE FOR INFORMATION ABOUT THE 1918 SALES CONTRACT—THE MOST ATTRACTIVE TRACTOR CONTRACT EVER OFFERED ANY DEALER

WESTERN CANADIAN DISTRIBUTORS—

CANADIAN AVERY COMPANY, LIMITED

WINNIPEG, MAN. **REGINA, SASK.**

Agricultural Education and Farm Machinery

The modern agricultural college with its short courses in gas engines and farm machinery should be a valuable assistant in building business for the farm machinery dealer. The students become acquainted with different types of machinery. They are shown the value of modern equipment from a labor-saving standpoint, and are led to realize the efficiency of the modern machine in doing farm work. When farmers they are good buyers.

The main factor in these courses in farm machinery instruction are the instructors. Whether it be at the college or at a "school" carried on by some farm machinery manufacturing organization, farm machinery cannot get the proper impetus without an instructor who is versed in the actual use and condition of field work.

At the various agricultural colleges the machines, wherever possible, should be taken into the field and demonstrated under actual field conditions. This plan is not practicable in many cases because:

First, the time given to any college course is limited to comparatively a few hours and farm machinery work being new, such courses get no more time than others. Second, the chances are that when the time allotted for the machinery class comes, it is raining or snowing, the fields are too wet or frozen. Third, probably the average class in farm machinery consists of about seventy-five men. Can these seventy-five men all assemble around a plow and carefully watch every move it makes? Fourth, it is not the ideal conditions which try an implement. It is the undesirable conditions which are the real test. For instance, two styles of bundle carriers might work equally well on level ground, but will they do so among the hills? The same could be said of two types of manure spreaders, also of cultivators. Other examples could be cited, all of which tend to bring out the point that it is impossible to get the conditions which are best to make the real test of implements. Hence, since the conditions are such that in only a few instances is it possible to take the classes to the fields it is all the more essential that the instructor be informed on all field work and conditions.

A well balanced course in farm machinery for the average class of students would then consist of about three parts of the time put into laboratory work, studying the mechanism, the construction, the style, and the adaptability of the machines, while one part of the time should be put in by a good spirited lecture on the field conditions, etc., of the machines.

The use of modern machinery has been an immense boon to agriculture. Consider caring for the hay in times past. It was mowed with the scythe, scattered with a forked stick, raked by hand, bunched with a fork, pitched to the ox cart, and unloaded by hand. Often four or five men were required to work in the hay mow.

Now watch our modern farmer as he mows his ten, twelve, or fourteen acres of hay in ten hours, rakes it in one-third the time, puts it on the wagon in about the same time, and in the mow at the rate of about a load in five minutes.

At our agricultural colleges the men who give instruction in farm machinery must keep themselves posted on all the latest devices for the betterment of the farmer, the use of modern machinery, the arrangement of the fields for economy of time, the equipment of buildings for convenience, the reduction of physical labor for the farm hand, and impress upon the farmer that by using his intellect he can save his muscles.

This work of instructing the farmers of the future in the proper operation, repair and upkeep of farm machinery should have the wholehearted support of the implement industry, from manufacturer to dealer. The more the farmer knows about machinery, the better care he will take of it. Machinery demand will increase and less service will be required of the implement dealer.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager — A. A. THOMSON, Editor
811-12 CONFEDERATION LIFE BLDG. Telephone Main 518 WINNIPEG, CANADA

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Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

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WINNIPEG, CANADA, OCTOBER, 1917

Diversified Farming

The inevitable growth of mixed or diversified farming in the Canadian West means that the progressive dealer will have to adapt himself along this line. In the grain areas we have got root bound to staple lines — plows, discs, seeders, binders and wagons. With mixed farming a new variety of implements will confront the dealer. He will have to know the mechanical principles involved, the efficiency, labor-saving ability, etc., of the various types of machines. Without this knowledge he will fall behind in the business of supplying the modern needs of his community.

Barn equipment will become a common feature in the implement store. Feeding and watering apparatus, hay and litter carriers, track, stock troughs and tanks, tank heaters, feed cutters, there are many lines which yet will be in demand, and which the dealer will have to supply.

Cutting Out the Non-Essential Machines

In those days of raw material shortage and increased production costs in the farm machinery field, it would seem evident that a good deal could be done to eliminate unnecessary types and sizes of implements. There is no doubt that a great many sizes of different implements could be cut out without in any way working to the disadvantage of either farmer, dealer or manufacturer. The tendency of the crank customer to ask for some type that he considered invaluable, also the tendency of machine producers to keep ahead of competitors by placing "something different" on the market, has without doubt done much to get the farm machine business into the chaotic mess of styles, types and sizes that now obtain.

As a contemporary truly points out, the manufacture of about 50 per cent of the sizes and types of certain lines of implements could be discontinued with advantage to all concerned. When discussing standardization with the dealers' associations last year, the latter said to the manufacturers that they should cut out superfluous and unnecessary types, to which the factory men replied that the dealers "would not allow it."

It matters not in what way a pruning down of types and styles is carried out; there is a distinct need for every man to do what he can to eliminate useless sizes. If the dealer in making up his specifications would reduce the variety of machines wanted, this practical co-operation would do much to show the manufacturers where to start in eliminating those sizes not vitally necessary.

Take any line of equipment and you will find a number of odd patterns and sizes that could be eliminated without hardship. As an example—tractor plows are made in sizes running from 10 to 16 inches. Why not standardize this line to 12 and 14 inches, which ought to meet the requirements of the average user? In grain drills you also will find a weird number of sizes, running from 10 to 22 disc and made in various types. Could not some of the sizes of drills be cut down without in any way interfering with the efficiency of drills so far as the demands of the average customer go? With cultivators you will also find a fertile field of odd sizes that could be weeded out. With farm wagons the sizes are so profuse that it would require about an acre of space to recapitulate the types sold.

So on, in almost every line you will find sizes of machines which could be cut out. If the factories will do their part towards this end, the dealer can surely co-operate with them by specifying only sizes which will meet local needs. The orders received will soon show the machine producer which lines are really essential and which can be done away with. Jigs and tools can be saved, special patterns dispensed with and a more uniform run of stock procured when ordering raw materials. The attention of every dealer toward this subject should, in the end, be of considerable benefit to the whole machine industry.

Are Tractor Demonstrations Passing?

There seems to be a weariness coming over the tractor demonstration business, especially as regards the purely plowing demonstration. For five years demonstrations of tractor plowing have been held at Fremont, Neb., mammoth affairs, but the spectacular appearance of tractors plowing has begun to fail. Even tractor manufacturers admit that the plowing demonstration has reached a stage where its effect is lost. The tractor is no longer a novelty. It lacks the element of newness, and every farmer is more or less acquainted with tractor plowing. While no tractor producer underestimates the publicity value of tractor demonstrations, the majority concede that local demonstrations, as conducted by the dealer with the assistance of an expert, are far more productive of closing sales.

The trouble with the tractor demonstration seems to be that when he sees twenty-five or fifty tractors all plowing at the same time the farmer becomes bewildered. As one publication says, he lacks the faculty of comparison with horse power; he is so confused with comparing the claims made for one tractor with those made for another. With the local demonstration the farmer can concentrate his attention on the one machine, and can decide for or against its efficiency in comparison with the horse.

At all events it seems evident that the purely plowing demonstration has passed its zenith. The tractor, to succeed, must do more than plow. Manufacturers at Fremont, in cases, almost wished that the old days of contests, a la Winnipeg, were back again, so that some interest could be brought into the tractor display and operation.

What we require is not so much plowing demonstrations but practical demonstrations of belt work and of unusual draw bar performance and special hitch work. The farmer wants to see what the tractor can do on the belt—he wants to see it discing, seeding, hauling, driving separators, large fanning mills, hay presses and other belt driven farm equipment. A tractor hauling a binder or mower will nowadays interest the farmer as much as a tractor plowing. These tractor plowing demonstrations, however beneficial to the tractor trade in many respects, largely fail in bringing to the farming community the fact which the manufacturer wants to instil — that the tractor is a general purpose power plant, not merely a mechanical horse for plowing and nothing else.

The Competition of Price

It is somewhat of a problem for the average dealer to regard with equanimity the spread between the prices of machinery sold by the mail order concerns and those sold via the retail route. While the manufacturer of the implement lines sold through the dealer should take cognizance of those prices with which the dealer has so much trouble, there is a reason for them from the production standpoint.

There is little doubt that already some mail order concerns have actually sold machinery at a loss, and their advancing prices show that the supplies of steel which their factories laid in when steel and iron prices were low is practically exhausted. It was these low material prices which enabled them to price their goods as they did — while they sold the goods with little idea of immediate profits, but largely to get the farmer into the M.O. fold as a machine buyer. The time will come, and in fact is now here, when the catalog machine concerns will have to increase the cost of their lines or take a heavy loss. Recollect that the catalog concerns have held their prices down for one reason more than anything else—to breed in the farmer an antagonism against the prices of the regular implement lines. This merry game of low prices for M.O. machinery has, however, about reached its limit.

The Farmer is Well Off

While it is true that the farmer must in cases now pay practically as much again for farm implements as he paid two or three years ago, yet consider how small is the proportion of his income expended for implements in any one year. He is paying advanced prices on a relatively small amount and is selling all of his products at unprecedented figures.

The man who a few years ago sold his wheat at 75 cents a bushel—and thought that a very good price—is now getting $2.20 a bushel at the Lake head. In proportion to his gross income, he is spending less for manufactured articles and foodstuffs than any other class of the population. Figures show that, compared with pre-war times, the farmer is receiving approximately 150 per cent more for his product. How much of this extra income is represented by the increased cost of his temporary hired labor and the increased cost of farm equipment? Evidently only a small part, which means that the net income of the average farmer has been greatly increased.

Take, as comparison, the position of the mechanic. Practically all of his earnings are now expended for rent, food, clothing and fuel, the largest single item being food. This is not so in the case of the farmer who produces a great deal of what he consumes. The wages of the average mechanic in the past two years have been increased about 15 per cent. His living expenses, according to statistics, have advanced 45 per cent during the past twelve months. Distinctly the farmer is a lucky individual in those days of high prices.

Advanced Prices and the Dealer

It is true, yet not generally realized, that in a time of a raise in prices, profits are usually smaller for the retailer. In the era in which we now do business the rapidly advancing prices have in many instances eaten up the retailer's profit and many a retailer has sold his merchandise, as long as he had it, at the old price. We must remember that there are other factors that enter into the price of goods aside from profit. Prices are always higher when money is plentiful—plentiful money has a tendency to make high prices, but the retail merchant does not control the money supply of the country.

The thought of profit, however, has given rise to the idea on the part of many farmers that the retail merchant exacts an unnecessary profit. A more careful study of distribution will convince any fair-minded student that the progressive retail merchant is the most economical and most efficient factor in distribution to-day.

Personal

J. Esselmont is a new dealer at Wainwright.

R. J. King is a new harness dealer at Boissevain.

Lawrence Kerr is a new automobile dealer at Burdett.

Carson Bros. are new automobile dealers at Crossfield.

J. E. Dawson now carries on a harness business at Benito.

Harold Berlin is a new automobile dealer at Grassy Lake.

J. W. Wyatt has discontinued his implement business at Jarrow.

T. W. Bates recently opened an implement warehouse at Gleichen.

A. Kinderman has succeeded H. Liniczuk in a harness business at Kamsack.

W. E. Simming is now carrying on an automobile business at Crystal City.

Ross Bros. have succeeded A. G. Elliott in an implement business at Cabri.

J. F. Young is the name of a new implement dealer doing business at Carman.

J. G. Falconer, the implement dealer at Bindloss, has sold out to John M. McNicholls.

A. T. Gillis is the proprietor of a recently opened implement business at Raymore.

A new concern recently incorporated at Winnipeg is known as the Great West Washer Co.

R. L. Walls, automobile dealer at Foremost, has taken a partner named Carrington into his business.

R. B. Wilkinson, the hardware and harness dealer at Airdrie, has opened a branch business at Delburne.

A partnership has been registered in the firm of Dykeman & Henry, implement dealers at Benito.

J. J. Pollard, the harness dealer at Kelliher, was burned out by a fire which swept part of that town recently.

Robert Fawcett during September suffered a considerable fire loss in his automobile business at Consort.

C. W. Northcott, manager at Regina for the Goold Shapley & Muir Co., was a recent business visitor to Winnipeg.

R. M. Stone, lumber and implement dealer at McConnell, has sold out his lumber interests to the Monarch Lumber Co.

Jim McEwen, the popular implement dealer at Togo, was a recent business visitor to Winnipeg, where he purchased consid-

erable stock. He reports business as brisk.

D. S. Sargent, a dealer at Blaine Lake, has sold out his business at that point to a firm named Larson & Wilson.

L. L. Smith, manager of Gray-Campbell, Ltd., Moose Jaw, spent a couple of days at the Winnipeg branch recently.

I. J. Haug, manager of the Canadian Avery Co., Winnipeg, recently returned from a visit to the Avery factories at Peoria, Ill.

C. Bahrke, automobile dealer and garage proprietor at Nobleford, has sold out his interests at that point to Robert Tackaberry.

Macartney & Davies, hardware and implement dealers at Tyvan, have dissolved partnership. John Macartney will carry on the business.

During a $30,000 blaze in the village of Plenty, on Sept. 25, the warehouse of J. M. Revie, implement dealer, was completely destroyed.

T. H. Roney, Winnipeg, Canadian manager for the Minneapolis Threshing Machine Co., recently paid a visit to the Regina branch of the company.

C. S. Brantingham, president of the Emerson-Brantingham Co., Rockford, Ill., has been appointed a member of the food production committee in Illinois.

Sam Roe, the popular implement wholesaler in Calgary, passed through Winnipeg recently en route home after visiting the Minnesota State Fair at Minneapolis.

C. S. Funk, formerly general manager of the International Harvester Company, has been elected a member of the board of directors of the Phenix Truck Makers, Inc., Chicago.

Robert Gray, president and general manager of W. Gray & Sons, Ltd., Chatham, Ont., in the beginning of the month spent a few days at the Moose Jaw headquarters of Gray-Campbell, Ltd.

W. I. Valentine has resigned as superintendent of the Chain Belt Company, Milkwaukee, Wis., to become vice-president and superintendent of the Advance-Rumely Thresher Company, La Porte, Ind.

Ralph Greene, the popular traveller for Tudhope-Anderson Co., Winnipeg, recently underwent an operation on his throat. After a fairly tough time, Mr. Greene has recovered and is back at business again.

"ACME" Means Sales and Satisfaction

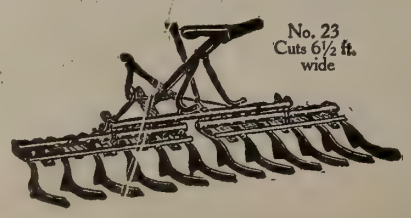
For easy profit-bringing sales that make satisfied customers, the "Acme" Tillage Line is a top-notcher. We stand right behind "Acme" Pulverizing Harrows with a positive guarantee against defects. Protects you and holds the good will of your farmer friends.

Farmers are more and more demanding "Acme" tools because "the coulters do the work." They cut through trash, crush clods, level, turn and pulverize the soil—all in one operation. Used and endorsed by Experiment Stations.

Get Our Dealer's Proposition

Our sales increased 60% in 1915-1916 over the previous season. And, we are putting even more "steam"—more advertising and selling force—behind the "Acme" Tillage Line for the coming season. Better join us and get your share of the profits. Write today for our proposition.

Duane H. Nash, Inc.
107 Elm Street, Millington, N. J.
JOHN DEERE PLOW CO.
GENERAL AGENTS
Winnipeg Calgary Regina Saskatoon



Sizes 3 to 17½ ft.

A. H. Laidman, office manager for the Briscoe Motor Car Co., Brockville, Ont., recently spent a few days in Winnipeg on his way west for a business trip which will take in the leading trade centres.

H. F. Anderson, manager of the Tudhope-Anderson Co., Winnipeg, recently was a visitor to the State Fair of Minnesota at Minneapolis. He states that the farm machinery display was exceptionally good.

We recently had a visit from W. N. Robinson, Western Canadian representative of the Empire Cream Separator Co. of Montreal. Mr. Robinson has just concluded a business tour in Alberta, and reports business excellent.

The partnership formerly existing between Lemyre & Boucher, implement dealers at Gravelbourg, has been dissolved. The business will hereafter be carried on by the Gravelbourg Supply Co., who will take care of all accounts.

T. J. Storey, president and general manager of the Canada Carriage Co., Brockville, Ont., was a recent business visitor to Winnipeg. Mr. Storey reports the factories at Brockville as busy turning out sleighs and cutters for the coming season.

E. S. Strachan, manager of the John Watson Manufacturing Co., Winnipeg, recently paid a ten days' visit to the head office and factories of his company at Ayr, Ont. Mr. Strachan reports the factories as very busy on the Watson line of goods.

Carl J. Simpson, vice-president and treasurer of the Implement Tractor & Trade Journal, Kansas City, has resigned and disposed of his interests. He will become distributor of the Nash line of automobiles in Idaho territory. Mr. Simpson has been 32 years with our contemporary publication.

Nat Marshall, boiler inspector, reports that monthly examinations for traction engineers will be held for Lethbridge area in the Sherlock Block, Lethbridge, on the first Friday and Saturday of each month. During August 35 tractor engineers were awarded certificates and 56 during September.

Ed. Bailey, formerly connected with the Cockshutt Plow Co. at Saskatoon, Sask., and latterly with the Advance-Rumely Thresher Co., Saskatoon, has accepted a position on the travelling force of the Canada Carriage Co. Mr. Bailey will handle southern Alberta, with Calgary as headquarters.

Thomas B. Lindsay, for thirty years head of Lindsay Bros., wholesale implement house of Minneapolis, Minn., died at his home in that city, Sept. 10. He was born in New York, May 1, 1843. Deceased was very popular in the trade, and was exceptionally successful in the implement business.

Lieut. C. M. Ackland, formerly sales manager for Messrs. D. Ackland & Son, Winnipeg, is now on the firing line in France. He left Canada as Major in a southern Manitoba battalion, was engaged in instruction work in England for a year and reverted to the rank of Lieutenant to get across the channel.

H. W. Jones, for the past ten years with the Parlin & Orendorff Co., Canton, Ill., the first year on the road, and for the past nine years the assistant sales manager, has resigned his position, effective on or before Oct. 1. He will in the future be associated with Dixon & Griswold, Los Angeles, Cal., implement jobbers.

The firm of Townsend Bros., Janesville, Wis., has been reorganized and in future will be known as the Townsend Mfg. Co. The company, which will manufacture kerosene engines, tractors and implements, has a capital of $125,000. Townsend kerosene tractors are sold in Western Canada by the Canadian Fairbanks-Morse Co., Winnipeg.

Alex. Legge, general manager of the International Harvester Co., has been asked by the U.S. Buying Commission to take charge of the purchase of all the steel and copper for the United States and Allies. He will organize a corps of assistants to aid him. Mr. Legge will spend the greater part of his time in this work, but will continue his duties with the International.

E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Neb., was a visitor to the Minnesota State Fair, where his company staged an exhibit. Mr. Sawyer, in commenting on business generally, reported that the Cushman Canadian organization had a record-breaking month in August, eclipsing all former sales figures during any one month, the increase being largely due to the phenomenal sales of Cushman combination threshing outfits.

We had the pleasure of a visit the other day from our old friend J. A. Latimer, Australian representative for the Cockshutt Plow Co., who is at present on a visit to Canada. Mr. Latimer reports conditions in the implement trade in Australia as good. He paid a visit to the headquarters of his company at Brantford and for a

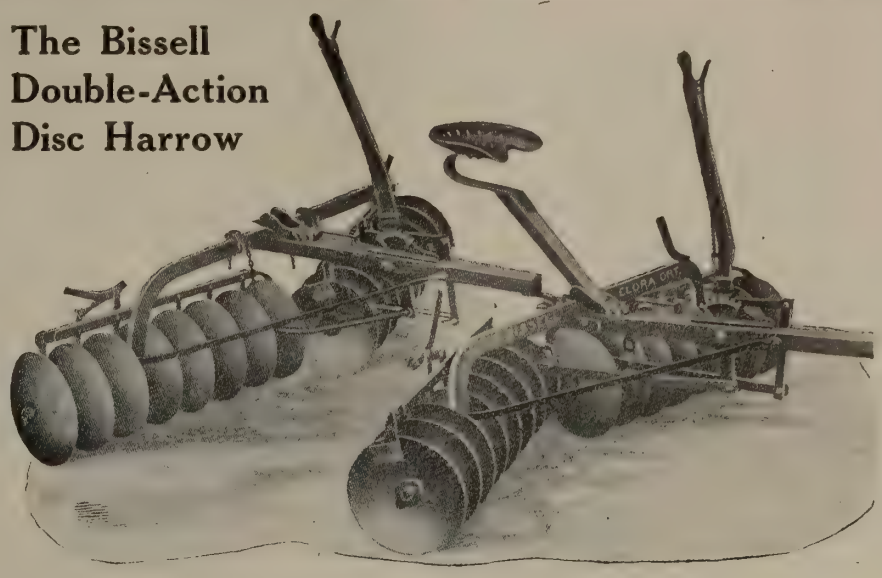
This illustrates a popular harrow for summer-fallow.

It is a Double-Action, 16 x 16, both Out-throw and In-throw.

It works the ground twice with one operation.

The BISSELL In-throw Harrow on the rear, worked at a sharp angle, leaves the ground pulverized like a "mulch" to hold the moisture. Six horses will handle this double action Harrow nicely. No neck weight.

The Bissell Double-Action Disc Harrow



The Bissell

28 x 16. 14 ft. wide

This Harrow covers a wide sweep, and does the work right.

Just the tool to get over your summer-fallows and stubble quickly. It meets the needs of all farmers who want the best results.

It is a Labor-Saver.

Can be handled nicely with six horses and one man.

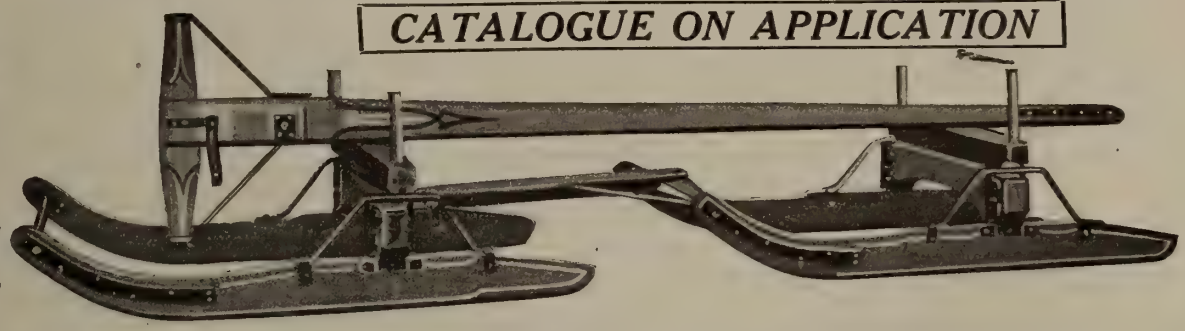
BISSELL DISC HARROWS

Are made in sizes from Six to Fourteen foot cut.
Are equipped with or without tongue truck, as desired.
Are Up-to-Date, and we are the Exclusive Agents.

CATALOGUE ON APPLICATION

REINDEER SLEIGHS

Supplied with 2, 2½ or 3-in. Runners

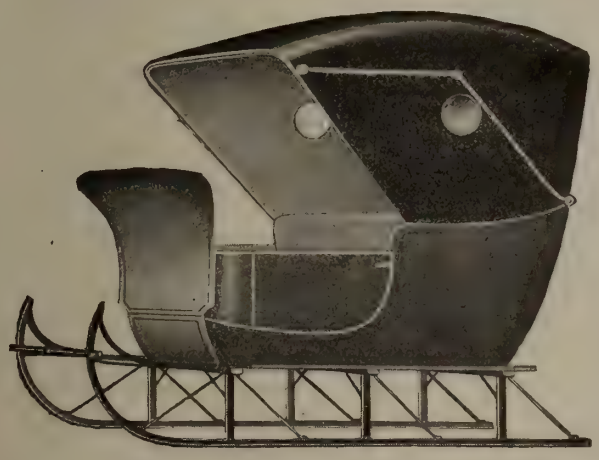


REINDEER FARM SLEIGHS

Furnished with Steel or Cast Shoes

THE REINDEER (REGISTERED) FARM SLEIGH

Get your orders in early for REINDEER (Registered) SLEIGHS, and secure your stock. A Reindeer Sleigh on your Sample Floor helps to sell itself, because it is made of straight-grained hardwood timber throughout, is put together in workmanlike shape, and is well and attractively painted and finished



No. 253 "CANADIAN," WITH TOP AND FORE-DOORS

Brockville Cutters and Jumpers

Canada's Standard

BUILT ONLY FOR US

We have a Good Stock of No. 251 and 251½ Jumpers

No. 219, FORE-DOOR AUTO CUTTER

WE CARRY THE LARGEST ASSORTMENT OF FORE-DOOR AND TOP CUTTERS

THE "CANADIAN" IS SOMETHING ENTIRELY NEW. EXCEPTIONALLY ROOMY AND COMFORTABLE.

Do not forget that we have heavy steel Channel Shoes, 1½ inches wide, on our Cutters, except on speeders and light drivers

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA CALGARY SASKATOON EDMONTON

few weeks will engage in special work in Regina territory. After spending a week or two with his family, who reside in Vancouver, Mr. Latimer will sail for Australia.

Thomas Findley, president and general manager of the Massey-Harris Company, recently returned to Toronto after completing a tour of the Western provinces. Mr. Findley visited many of the chief agencies of his company in all three provinces and made numerous motor trips through the territory to investigate crop yields at first hand. Before returning east the Massey-Harris head stated that he found conditions in the Canadian West even better than he had anticipated. He considered that the entire West had got a good start on the way to permanent prosperity. Munition making in the Massey-Harris plants has practically ceased and the shops are hard at work on the Massey-Harris lines.

University Tests Case Tractors

A series of tests of Case tractors recently took place at the University of Nebraska, under the direction of Prof. L. W. Chase, one of the foremost agricultural engineers in the United States. The object of these tests, it is reported, was to determine under actual farm conditions the amount of fuel required and the speed of doing various field operations. The quality of the work was closely studied, also how different depths of plowing in the field affected speed of operation, fuel consumption, etc.

The equipment used consisted of Case 9-18, 10-20 and 12-25 tractors, all new, Grand Detour plows, John Deere 8-foot double action engine disk harrow, a 20-foot spike tooth harrow, and a 16 single disk Van Brunt drill.

A Case 10-20, pulling a 3 14-inch bottom plow covered 1.71 acres in 1 hr. 52 mins. Depth of plowing 4 inches. Fuel cost, 16 cents per acre. At 5 inches deep the same outfit plowed 1.54 acres in 2 hrs. 9½ mins. Fuel cost 21 cents. At 6 inches deep, 1.62 acres in 1 hr. 52 mins.; at an average cost per acre of 24 cents. At 7¼ inches deep, 1.68 acres in 2 hrs. 10½ mins.; fuel cost 30 cents. At 8 inches deep 1.62 acres in 2 hrs. 22 mins., at an average fuel cost of 33 cents per acre. The tests were conducted in two fields, one of wheat stubble, which was sandy loam with gumbo in spots, and the other a uniform sandy loam oats stubble.

A 9-18 Case with two 14-inch plows covered 1.4 acres in 2 hrs 12 mins., at an acre fuel cost of 19¼ cents. The 12-25, with four 14-inch plows, did 2.28 acres in 2 hrs. 34 mins.; fuel cost per acre 25 cents. The 9.18 also pulled an 8-ft. double section engine disk, covering 3.53 acres in 1 hr. 20 mins. at an acre fuel cost of 9 cents. With a 20-foot four-section spike tooth harrow, 11½ acres were harrowed in 1 hr. 53 mins., at an acre fuel cost of 2.7 cents.

Further tests covered the cost of seeding, etc., which should procure much valuable information for dealers, for this is a subject in which the tractor prospect is vitally interested.

New General Catalog of Fairbanks-Morse Co.

The new general catalog recently issued by the Canadian Fairbanks-Morse Co. is without doubt the most complete publication on their lines yet issued by this well known machinery and supply concern. It covers the complete lines of the company, comprising 1,048 pages and nearly 4,700 illustrations. In the catalog twelve distinct departments are represented, each of which makes a complete catalog of the particular lines embodied. These are:

Scales—a 52-page section, covering the full line of Fairbanks scales.

Valves and Steam Goods—138 pages—valves, steam specialties, pipe, pipe fittings, pipe fitting tools and equipment.

Automobile Accessories — 140 pages — every conceivable accessory for automobiles and motor boats.

Engines—16 pages — covering the various styles of engines, oil and gasoline, produced by the Fairbanks-Morse Co., also dynamos and motors. Separate engine catalogs are also issued for the farm machinery trade.

Pumps, Windmills, etc. — 62 pages—showing a complete line of steam, power and hand pumps in all types, also pump jacks, accessories and F.M. windmills.

Machine Tools — 110 pages — showing a full line of lathes, drills, shapers and other machine tools.

Woodworking Machinery — 88 pages — describing and illustrating saws, planers, mortisers, etc., as handled by the company.

Transmission Machinery — 26 pages—pulleys, hangers and all appliances for the transmission of power by belt, rope and chain drive.

Railway Goods — 100 pages — covering track tools, jiggers, road machinery, special tools, etc.

Supply Dept. — 138 pages — tools and supplies for equipping factories and machine shops.

A very useful index completes one of the most comprehensive mechanical catalogs which we have seen. Its make-up and high quality throughout reflects great credit on the publicity department of the Canadian Fairbanks-Morse Company.

Another Straw for the Camel

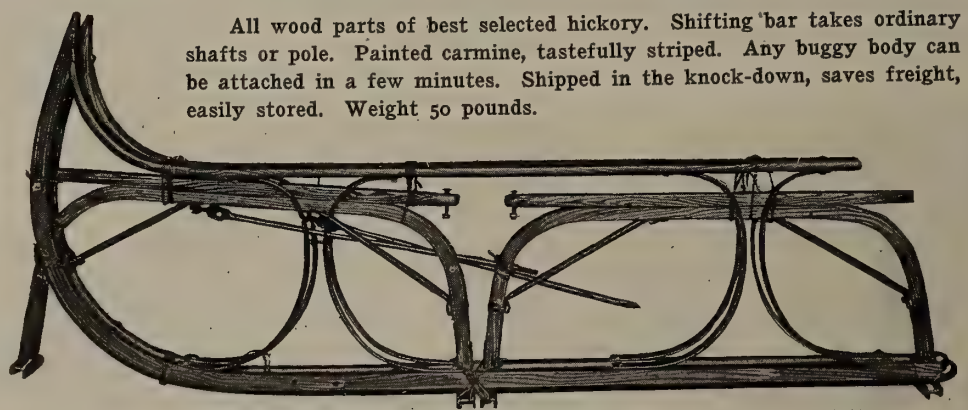
The U.S. interstate commerce commission has granted permission to the railroads to advance rates on iron and steel. This action will increase the cost of production of agricultural implements and all other articles in which large quantities of steel are used.

ACKLAND'S "FAVORITE" CUTTER GEARS

Get a Supply Now
Watch Them Sell

Set one up in your warehouse. Runners 1¼x⅞; knees bent 1¼ in. square, reinforced with ⅞x3/16 steel scroll braces. Shoeing ⅞x⅜ steel; track 3 ft. 2 in.; run 5 ft. 2 in.; length 6 ft. over all; height 18 ins. VERY LOW PRICE. SEND YOUR ORDER TO-DAY.

All wood parts of best selected hickory. Shifting bar takes ordinary shafts or pole. Painted carmine, tastefully striped. Any buggy body can be attached in a few minutes. Shipped in the knock-down, saves freight, easily stored. Weight 50 pounds.



ALWAYS SHIPPED KNOCKED-DOWN AS SHOWN—SAVES FREIGHT

STRONG, FINELY FINISHED, BEST MATERIALS

SET UP READY FOR USE IN A FEW MINUTES

Dealers: Ask for Implement Supply Catalog, No. 4. It will save you money.

The Best Place — **D. Ackland & Son, Limited** — The Best Goods

Calgary Edmonton — TRADE D&S LTD MARK — 65-68 Higgins Ave. Winnipeg

STOVEL CO. LTD.
WINNIPEG. MAN.

Happy Farmer Tractor Repair Book

We recently received from the Happy Farmer Tractor Co., La Crosse, Wis., a copy of their new Instruction Book and Repair Price List for the Model B, 12-24 h.p. Happy Farmer tractor. This publication, which is now ready for distribution to Happy Farmer dealers, gives full instructions for ordering repair parts, and has a handy section on suggestions as to how best to get efficient service from the tractor.

Full general instructions are given as to how to proceed in disassembling and assembling the leading parts of the tractor, motor transmission, differential, etc. A full itemized repair list is given of both motor and tractor parts, the price of each component part being given. Line drawings are given of each part, with the accompanying symbol number. A section deals with the Atwater-Kent ignition system, much valuable information being embodied as regards timing, adjustment and testing of the ignition system. A full list of repair parts for Madison-Kipp mechanical oiler is also embodied in the book, also a page dealing with the component parts of the Kingston special carburetor. This twenty-eight page booklet should be of especial value to all Happy Farmer dealers. It can be procured from the Western Canadian distributors of the company, the J. D. Adshead Co., Curry Bldg., Winnipeg.

U.S. Cutting Down Car Shortage

The 693 railroads in the United States voluntary merged their competitive activities for the period of the war, forming a Railroads War Board so that the transportation problem might be solved. This board was formed last April, and already its success has been phenomenal.

Since that date the excess of unfilled car requisitions over idle cars has been reduced 70 per cent. On April 30th car shortage in the U.S. was 148,627. On August 1st it was only 33,776. In May the freight service rendered by 75 per cent of Class I roads was 16.1 per cent in excess of the service rendered in 1916. Approximately twenty million miles of train service a year has been saved by the elimination of all non-essential passenger trains. Freight congestion has been averted by promptly moving empty cars from one railroad to another, irrespective of ownership; 113,420 empty cars were thus moved into districts where they were most needed. Through pooling of lake coal and lake ore, a saving of 52,000 cars was achieved. By regulating the movement of grain for export, despite an abnormal export increase, the number of cars ordinarily required for this service has been reduced, and over 75½ million bushels of grain shipped to the Allies from May 1 to July 15. Hearty co-operation has been shown by individual shippers in loading cars to capacity; for instance, sugar cars that were only loaded to carry 40,000 lbs. three months ago, now carry an average load of 80,000 lbs. In contrast to the handling of the freight situation in Canada, the war co-operation of the United States railroads is a policy of action—not inaction.

Base your prices on the status of the present market.

Minimum Weights Maintained

The U.S. railroads recently took preliminary steps to advance the minimum weights on carloads of implements and binder twine. Dealers' associations and the National Federation prepared to raise a strenuous protest, with the result that the hearing was "indefinitely postponed." Evidently association in the implement trade has again showed its value. Western dealers, take notice. What would have happened in Canada?

Get a move on engines!

Mr. DEALER
Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

GET HIS PRICES BEFORE YOU ORDER

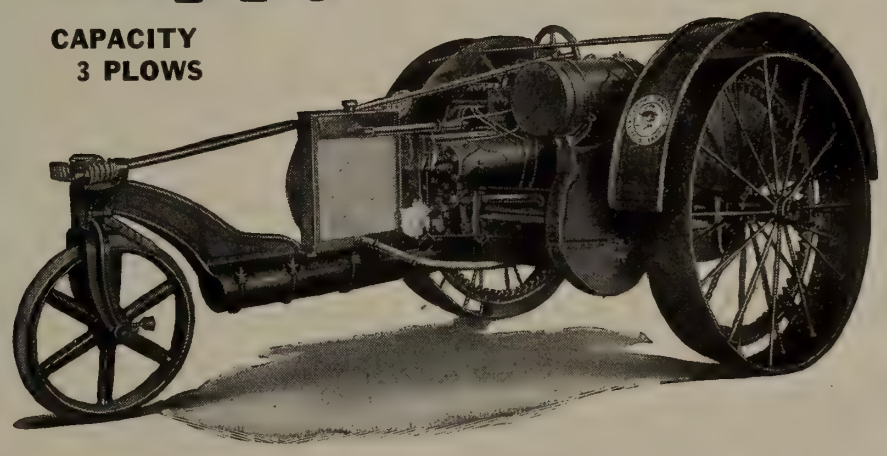
Brandon Pump & Windmill Works
BRANDON **MAN.**

THE HAPPY FARMER TRACTOR CO.

POTENTIAL BUYERS ARE EVERYWHERE FOR

THE HAPPY FARMER TRACTOR CO.

Happy Farmer Tractors



12-24 H.P.
$1425.00
F.O.B. Winnipeg
5% Discount for Spot Cash
Most Perfect Kerosene-Burning Tractor Built. Turns Short.

Confirmed their Leadership at Demonstrations

Dealers! Get Your Territory for 1918 Now

Happy Farmer Dealers have little real competition, because Happy Farmer tractors possess so many points of actual mechanical superiority that they sell everywhere in competition with others of similar rated power. During 1917 Happy Farmer dealers, from Texas to Alberta, have done big, profitable business selling the Happy Farmer.

PREPAREDNESS PAYS—SECURE THIS AGENCY

From steering wheel to drawbar, HAPPY FARMER tractors are unexcelled at any price. Equally superior on both drawbar and belt. One piece cast steel frame—rigid and unbreakable—cut steel gears—perfectly balanced—no superfluous weight—88 per cent of the weight on the rear wheels. A light-weight tractor that develops automatic traction by pull instead of by weight. All the power goes into actual work. Does more at less fuel cost and upkeep than any machine of similar rating. Perfect combustion of KEROSENE without using a water feed—No smoke or carbon—Cool radiator—Perfect mechanical lubrication, giving frictionless operation and minimum wear. And HYATT ROLLER BEARINGS. The Happy Farmer pivots on either drive wheel and turns short square corners. It is the one tractor for economical all round farm work. Designed, built and sold right, and will give you a liberal dealer profit per sale. Better write for our proposition to-day. You'll be sorry if your competitor beats you to it.

Good Stock on Hand. Prompt Shipment Guaranteed. We also handle Huber and Stewart Separators and Power-Lift Disc and Moldboard Engine Plows. Get our Literature and Prices.

J. D. ADSHEAD COMPANY, LIMITED

References: Bank of Montreal

225 CURRY BLOCK (OPPOSITE POST OFFICE) **WINNIPEG, MAN.**

Building Vehicle and Sleigh Trade

The vehicle dealer these days too often suffers from a chronic dose of "gastritis." He sees in the automobile the sad, slow music that denotes the passing of the horse-drawn vehicle. He writhes at the success of the automobile salesman—but he does not follow the aggressive methods of that gentleman or possibly buggy business would be bigger than it now is.

But not all auto-selling people have made a success. The results to many have been uncertain, business expensive to get, profits deceptive and sales only trouble producers. It is safe to say that the same amount of systematic method and labor expended in the territory will bring to a capable, live vehicle dealer more clear profit than the auto man can show at the end of the year's work.

It is to be remembered that in every community there is a definite limit to the number of people who can buy automobiles. In many sections this limit has been reached. In others the wave is just at the crest. Not every automobile displaces a buggy or other horse-drawn vehicle. A large percentage are marketed to people who never were horse owners. Many automobile users also have not discarded the horse and buggy but employ them side by side. Of present owners of automobiles the percentage who will make a second purchase when the first is worn out is as yet problematical.

Those farmers who cannot or will not buy automobiles in any given community are many. The field for buggies, sleighs and cutters is still there; what is needed is that the buggy man put some of the old-time zest into the game. It won't do for the vehicle dealer to wait for the customer nowadays. He must get busy—organize his territory and line up sound, well-prepared argument to prove the economy, good sense and propriety of the buggy. Study the subject; get a good line of jobs, change your methods and get to work with enthusiasm. The attitude of complaint regarding the vehicle business is mostly from the men who will not get out after vehicle prospects. Too many dealers say that no buggies are sold—because they possibly do not push buggies as they might. If the vehicle game were pushed as hard as the auto business, you'd see more buggies sold to-day.

Good Floor Display

Nothing will do more to instil an interest in the horse-drawn vehicle than a nice floor display in the dealer's place of business. A well-kept floor is a big asset in vehicle sales. Do not get the idea that because you have not got a strictly first class showroom, with plate glass windows and hardwood floors, waxed and polished, that you must let your floor get like a junk shop.

Clean, well-kept jobs, properly arranged, often show to better advantage on a rough floor than on a fine carpet. The contrast makes the jobs look more attractive. Have the floor clean and good space around the jobs so that the prospect can walk around them and view them from all sides.

Don't have a cheap job alongside a high-grade top buggy, or a nice new job alongside a dirty second hand rig. Have the jobs clean, shining and burnished. Show them with and without the top. Don't allow the customer to wander about the floor listlessly. Many a sale is lost that way. Get them interested right at the start. Now that farmers have the money is a good time to sell buggies or democrats, for this is a line that will sell ahead of time—and sold jobs are a good advertisement. Selling buggies is an endless chain once you get a start.

Get After Sleigh Trade

When the snow comes the six-cylinder whizzer is but cold comfort to its owner. The automobile can never back the good old cutter off the map. Time was when the sleigh end of the vehicle business was immense, and the jobbers used to load up during summer with stocks that were usually exhausted before the middle of January.

In Western Canada we can't depend on some things, but the cold and the snow seldom fail us! It's a good time right now for the dealer to line up his supply of farm sleighs, cutters and other snow vehicles.

D'you recollect when a kid how you used to coast down the hill like a bullet on your sled? The long, hard climb up was the drawback. It took away the fun. But it was dandy when a wagon came along and we could hitch to it and get up the hill as an old time trailer. The situation in the vehicle trade to-day is like that old hill. From one angle things were never better in trade history. The country is prosperous. Farmers have money and are spending it, but the hill in sleigh trade that the dealer has to climb is the competition from mail order concerns who sell sleighs at low values largely by virtue of better advertising talk. The retail dealer, to build a good sleigh business, should hitch to a good line of sleighs and cutters. He should climb that hill of competition by local advertising, and by selling good sleighs which retail at the right price to give him a decent margin of profit.

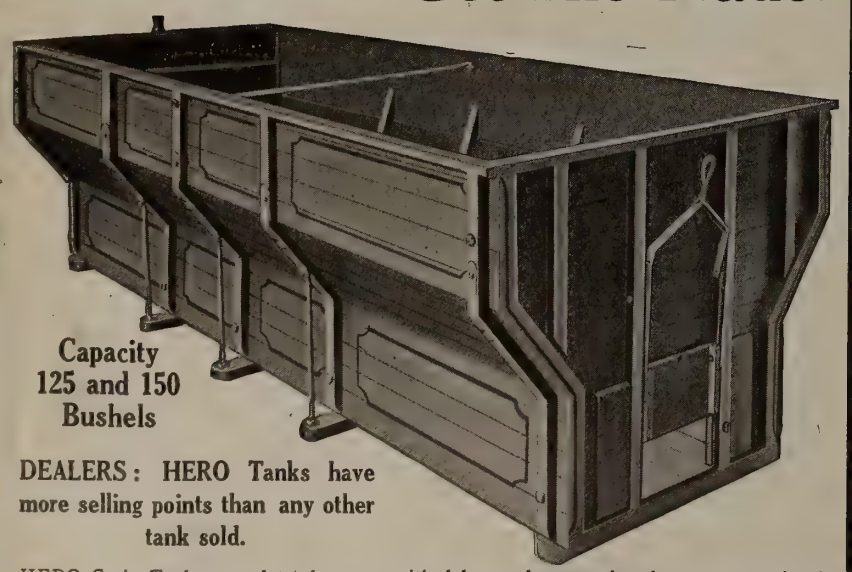
The concerns which manufacture sleighs for the dealer and sell the same sleigh to the mail order concern—and such are reported to be in existence—scarcely deserve patronage from the dealer. But there are many good, reliable dealer lines which if aggressively pushed will sell in competition with the cheaper, short-lived jobs that look so good on the catalog and ride so poorly on the road. To increase your sleigh sales you must have a good display as with all vehicle lines. For looks a good cutter with top and foredoors takes a lot of beating. Circularize the farmers in your territory who are prospects for this class of goods. Advertise sleighs in your local paper. Use plenty space—don't kill a good ad. by being niggardly. Send to the jobber or manufacturer of your sleigh line for some cuts, line or coarse-screen, and use them—for in vehicle advertising a good illustration attracts attention as nothing else will. Put some zest into the sleigh trade this fall and winter and you will be surprised to find how the old lines will sell despite all the jim-crack jobs ever sold by catalog illustrations, letters and mail order advertising. There is a big field to choose from and jobbers and manufacturers will gladly give you full particulars regarding their lines.

Spendthrift Service

It is a difficult matter to measure out just the right amount of service. Every case requires its own treatment. Every branch territory has its sore spots where, perhaps, insistent customers have lavishly demanded and consumed enough harvester service on one machine to eat up the profits on a dozen machines, says the Harvester World. These are likely to be breeding places of exasperation, where branch house patience may finally fly off the handle. The gloves of tact must be put on, inside the mittens of convincing firmness, to bring the service spoiled man back to a reasonable view of the machine-buying situation, before he gets an opportunity to inoculate others in his neighborhood with a sense of the possibilities in service demands.

Service that is given out freely without cost on all occasions meets with little appreciation in the end, whereas a firm hand on the service chest, ladling out the proper quantity to deserving cases, engenders respect. Once you have given a commodity for nothing, that appears to be its price, and to be asked to pay more next time looks like extravagance. So it is with service!

HERO Grain Tanks Get The Trade!



Capacity 125 and 150 Bushels

DEALERS: HERO Tanks have more selling points than any other tank sold.

HERO Grain Tanks appeal to the most critical buyer, because they have constructional quality and features found in no other tanks. Select, well seasoned lumber throughout. The tops are heavily capped. Heavy reinforced bottom. Sunk angle iron joint between bottom and sides gives absolutely flax-tight design. Strong angle-iron knees. Adjustable braces prevent sagging. More tanks nest to a car than with any other make. Weight, 125 bushels, 590 lbs.; 150 bushels, 600 to 625 lbs.

GOOD STOCK ON HAND. GET OUR PRICES

HERO MANUFACTURING COMPANY, LTD.

(UNDER NEW MANAGEMENT) WINNIPEG, MAN.

Important Announcement TO Western Implement Dealers

BROCKVILLE CARRIAGES

OWING to the changed conditions, the extreme advances in cost of labor and all kinds of material entering into our product, it has become necessary for us to consider carefully, ways and means to not only maintain the volume of our trade, but the quality, and we believe it is to the interest of both manufacturer, dealer and user that our product should be disposed of with the lowest minimum amount of handling charge.

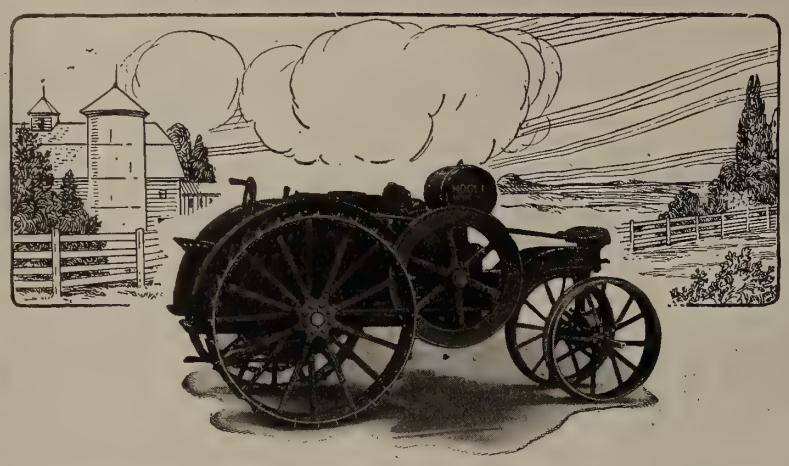
Consequently our product for the Season of 1918 will be sold by our own representatives throughout the Western Provinces, with head office at 156 Princess Street, Winnipeg, and stocks will be carried at Moose Jaw, Saskatoon, Edmonton, Calgary, and other points of which you will be advised later. For 1918 Brockville Cutters will be handled, as heretofore, by the John Deere Plow Co.

The high standard of our goods, even though conditions are not normal, and materials are scarce and costly, will be maintained, and we bespeak the continuance of your patronage, assuring you at all times our very best service.

The Canada Carriage Company, Ltd.

Brockville :: Ontario

The Mogul 10-20 Kerosene Tractor Is the Power for Economy Plowing



THE **Mogul 10-20** is a later development of the Mogul 8-16, built to pull three plows instead of two, embodying every improvement found possible, and operating as economically and reliably as ever, on kerosene and still cheaper fuels.

The introduction of this tractor is of great personal interest to dealers who have the trend of the farm power situation well in mind, and who realize how completely **Mogul 10-20** performance is vouched for, not only by the 75 years of Harvester Company experience, but by the work of thousands of Moguls now earning their way on American farms.

Mogul 10-20 has a simple, slow-speed, long-life motor. The crank case is enclosed, working parts protected yet all easily accessible. The channel steel frame combines strength and lightness. Every one of the details was designed and built with one idea in view—to give the best all-round service for the longest time. The features in Mogul construction have helped to make Mogul the standard farm power.

Mogul 10-20 has a big future before it. Dealers who recognize the opportunity now will share in that future. **We are in a position to furnish you with a choice of lines of plows to sell with the Mogul, to fit your customers with plowing satisfaction. Get in touch with the nearest branch house.**

International Harvester Company of Canada, Ltd.

Branch Houses:

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

Fiftieth Anniversary Catalog of McLaughlin Carriages

We have recently received from the Canada Carriage Co., Brockville, Ont., a copy of their newly-issued catalog, "D," which commemorates the 50th anniversary of McLaughlin carriages, as manufactured by the Brockville organization. Since 1868 McLaughlin carriages have been sold to the farmers of Canada, and that their reputation is steadily enhanced, as year succeeds year, proves that the original standard of excellence has been steadily adhered to, and that the slogan of the company is proven by years of quality production in the vehicle line.

In a foreword to this 50th anniversary catalog, which embodies the complete McLaughlin line, the Canada Carriage Co. thank McLaughlin agents for their loyalty and patronage since the Brockville organization took over the manufacture of the McLaughlin line of vehicles. Special emphasis is made on the quality of the raw material used —which is procured from the same source which supplied the McLaughlin Carriage Co. for so many years. With an artistic cover in four colors, the vehicle catalog comprises a hundred pages, and the descriptive matter throughout is given in both French and English. Over 170 jobs are embodied in the catalog, the majority of which are illustrated by exceptionally fine halftone illustrations. In the majority of jobs, an engraving of the gear design is also shown, which is a useful feature in vehicle illustration. A handy index is found which facilitates the location of each individual job.

Thirty-four types of open buggies are embodied in the catalog, and sixty models of top buggies, as well as lines of concords, democrats, surreys, jump seats, pony jobs, carts, delivery wagons, etc. In a leading section is shown individual illustrations of the "A" standard grade wheels used on McLaughlin jobs, also the circle and reach connections and the parallel twin reach gear. The rubber and stamped brass washers used are also shown sectionally.

Axles, body construction and dash and shaft design are also featured, also the various types of seats produced for McLaughlin jobs. Printed on an excellent quality of paper, with two color work on every page, this handsome catalog should be a nice addition to the files of every McLaughlin dealer and to vehicle dealers generally. It can be procured by interested dealers who will drop a line to the nearest branch of the Canada Carriage Co. at Winnipeg, Saskatoon, Calgary, or Edmonton.

Another very useful publication for the vehicle dealer at this season of the year is the McLaughlin sleigh catalog. This catalog, "C," is now ready, and can be obtained by interested dealers upon application to the above company.

Renfrew Distributing Tractors

During the Tractor Demonstration at Toronto, Sept. 18-21, the Renfrew Machinery Co., Renfrew, Ont., showed both models of the Happy Farmer Tractor, the 8-16 and the 12-24 h.p. F. H. Oltman from the factory was in charge of the exhibit, while O. B. Dibble, Canadian sales-manager was also in attendance, representing the manufacturers. The Renfrew organization are now distributing Happy Farmer tractors in Ontario territory.

If some folks can't use you they will abuse you.

A HYMN OF HELP TO THE ALLIES

When the victor and the vanquished have laid down the tools of war,
Let not war's destruction drive you to despair;
When your fallow fields are calling for the tiller's skilful hand,
With implements to help you we'll be there.

Oh! our furnace fires are burning and our factory wheels are turning,
And our mechanicians work with expert care.
Let this promise cheer in trial, let this hope your hearts sustain,
In the work of reconstruction we'll be there.

As we heard you call for shells, your call for tractors we will hear,
To relieve you of hard labor's grinding care,
Just as promptly o'er the water with the implements of peace,
With our factory's latest models we'll be there.

—The Harvester World.

Salesman, Sales-Manager and Retailer

By W. J. WILSON

The following extracts from a review of the work done by the Sales Managers' Association of Canada, from the president of the association, W. J. Wilson, sales manager, Winnipeg Ceiling & Roofing Co., show the close connection that obtains between the retailer, the man who sells the goods and the sales manager in the distant city.

"The travelling salesman is the ambassador of the house he represents. The sales manager is the executive under whom he works and from whom he gets his inspiration. Their goal is the same. Both are striving to make sales at a profit and in such a way that the retailer who buys the goods can in turn sell them at a profit to someone who can use them profitably. From this we learn that each in turn, from producer to consumer, is looking for a profit and it will only be by the hearty co-operation of all that this can be done. The problem of the one, therefore, is the problem of all. The underlying principle is the same.

"If we are all seeking the same object we should all be sympathetic friends and lend our active aid to each other in our quest. The travelling salesmen, therefore, among others, should know that the sales manager is his and his customers' representative at the base and realize that he will do all that he can, with fairness to the house of which he is an executive, to help in the struggle for business and to make the conditions under which they work ideal.

"That the retailer has many problems in these strenuous days we all admit and probably no one has a keener appreciation of his difficulties and a more earnest desire to help him solve them than the sales manager. Too many retailers fail to recognize this; their attitude towards both the sales manager and his representative, the travelling salesman, is antipathetic. The successful and profitable marketing of goods makes such a position untenable, and the sales organization of any concern is not only willing but anxious to help the retailer. The development of efficiency demands that the complaints of the retailer should be made directly and not indirectly; if greater efficiency in marketing is to be accomplished the co-operation of the retailer must be obtained.

Use space in the local paper.

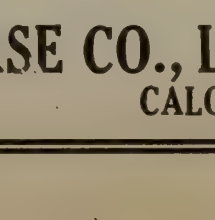
Flax Twine Knotter Tested

During the last week in August a patent knotter for use on any binder was tried out on a farm near Moose Jaw. The inventors of this knotter are Messrs. Enge and Hanson, of Minneapolis. It is claimed that by the use of this patent knotter twine made from flax fibre can be successfully used. Heretofore flax twine has been so rough with woody fibre that the particles gather and break the strands as they pass through the knotter.

Much money has been expended in perfecting machinery to so scutch the flax fibre as to make a smooth, even twine. Up to the present time it has not been possible to manufacture a twine that would fill the bill. To overcome this the inventors developed a knotter that would handle rough or smooth twine, and apparently they have succeeded, says the Saskatchewan Farmer.

It is reported that farmers who saw the flax twine knotter tried out are quite ready to equip their binders with this appliance—provided that the twine can be provided. Flax twine would only be about half the cost of manila or sisal—but the problem will be to get the twine before you use the knotter.

The life of any town depends upon the live, wideawake and liberal advertising business men.



"HANDY" LONDON CONCRETE MIXER

Capacity 40 cubic yards per day. Price complete with gasoline engine $225. Pays for itself in 15 days' use. Built to last a lifetime. Send for catalog No. 1 K.

Agents wanted in all Unoccupied Territory

LONDON CONCRETE MACHINERY CO.
Dept. K, LONDON, ONTARIO.
World's Largest Manufacturers of Concrete Machinery

PUMPS
AND
Clothes Reels

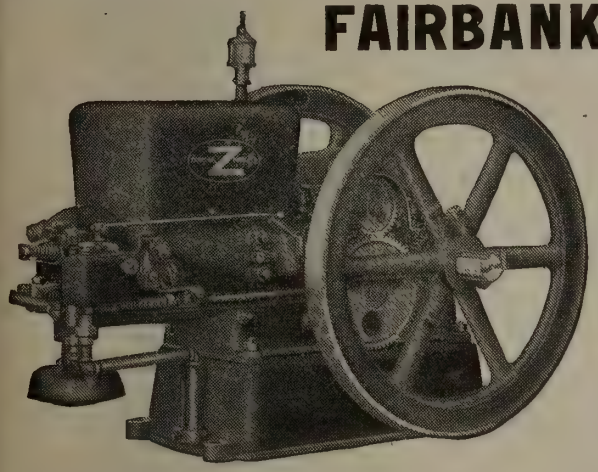
Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street, Brandon, Man.

FAIRBANKS-MORSE TYPE "Z" FARM ENGINES



Every Farmer is your Prospect if you'll tell him about the "Z." There's a size to suit his Needs

Type "Z" Engines are made in sizes to meet your demand—1½, 3, 6 and 10 H.P. It is the universal engine. There isn't a farmer in your community who hasn't one or more uses for a "Z" in which it will pay for itself in a short time. Meets every requirement and is a mail-order competition killer. Enduring construction—extreme simplicity—correct design—right price and good dealer profit—there are hosts of features that make the Type "Z" the best engine to handle. Will operate the water system, feed grinder, wood saw, washing machine, cream separator, feed cutter, electric lighting plant, hay baler, pump, milking machine etc. Rig up a line shaft in your store—use a Type "Z" and hook up every piece of equipment you sell that is suited to its power. The result will astonish you. You will not only increase sales, but also the sale of the power machines. You know about our big advertising campaign on Type "Z" Engines. We are weekly reaching over 135,000 Western farm homes, telling farmers to go to the Fairbanks-Morse dealer and see the Type "Z" Engine. We are co-operating with our dealers to build bigger engine business. Let us help you boost engine business in YOUR territory.

Fairbanks-Morse Type "F" Low-Down Plate Grinders

You can't sell Your Customers a Better Grinder at any Price

Here's a seasonable line to go with the Type "Z" Engine. Our Type "F" Grinders have more selling points for the dealer than any other grinders on the market. Substantially built, they have no equal for capacity, thorough grinding and light running. Enclosed, flat reversible plates are self-aligning and accurately ground. An extra set is supplied with every machine. Ball thrust-bearing prevents heating and decreases friction. Direct drive means light draft. Grinding plates are interchangeable, and fineness of work easily regulated. The large capacity hopper is strongly supported, and the whole design of the Type "F" is rigid and vibrationless. Big diameter drive shaft, and large bearings with grease cups give extreme strength and easy running. Baggers can be furnished for any size grinder. By long odds the most economical grinder your customers can buy, offering real grinder value and good profits for the dealer. Made in sizes: 6, 7, 8 and 10 inches. Capacities from 15 to 50 bushels per hour. Ask for literature on this big selling line.

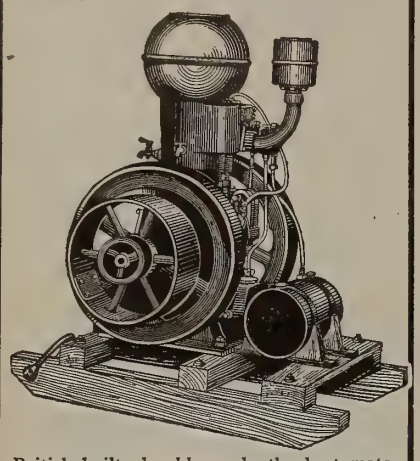
It will pay you to write to-day for Particulars and our Liberal Dealer Contract on Farm Engines and Feed Grinders. Drop us a line—NOW.

THE CANADIAN FAIRBANKS-MORSE CO., LIMITED
SASKATOON WINNIPEG CALGARY

The LISTER Line

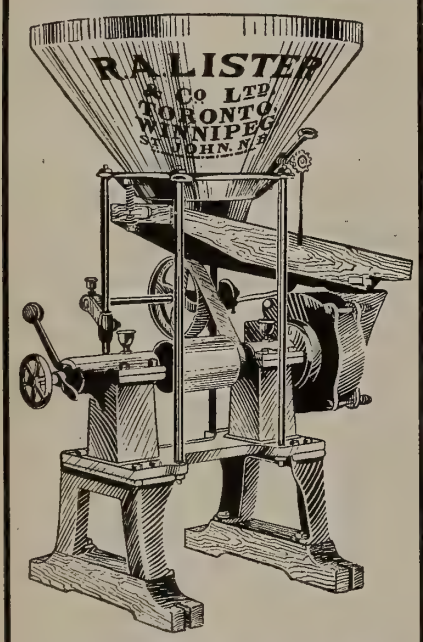
Means Profitable and Satisfactory Business the Year Around

LISTER ENGINES

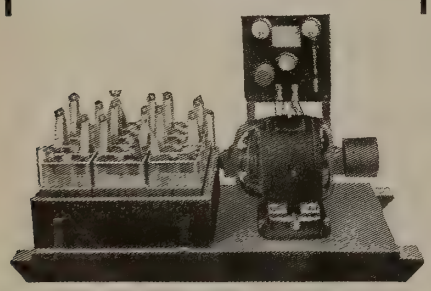


British built, durable; only the best materials. Shipped complete with skids. High tension ignition. Automatic lubrication. Made in 2, 3, 5, 7 and 9 h.p. sizes.

LISTER GRINDERS



Very large capacity; easy running. Fine adjustment. Strong reversible plates. Guaranteed to grind more feed on the same power than any grinder of the same size made. Sold with or without base.



LISTER STORAGE BATTERY ELECTIC LIGHTING PLANTS

Very simple design; battery, generator and switchboard assembled on one base. No complicated mechanism. Any one can run them. Your customer can use his own engine. Ask for full particulars and agency offer.

OUR LINE INCLUDES:

"Canuck" Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

ASK US ABOUT ANY ITEM

R. A. Lister & Co. Ltd.

WINNIPEG

Toronto Quebec St. John

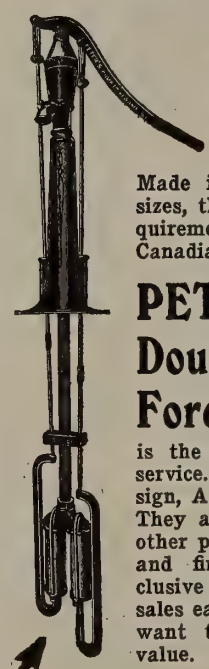
A New Type Tractor

The Acme Harvesting Machine Co., Peoria, Ill., has produced a tractor which is claimed to be suitable for all conditions. It can be used, says the manufacturers, in every variety of soil, from near swamp to baked gumbo, for it can be operated either as a wheel machine or as a semi-caterpillar.

To transform the machine from wheel type to caterpillar, the drive wheels are removed and the drive pinions. The crawler unit is attached behind, a larger drive gear and taking the place of the usual drive pinion. The advantages claimed for this dual purpose design is that in the spring while the soil still is soft, especially in spots, the crawler can be used and all possibilities of miring down obviated. During summer when the soil is hard and dry the chances are that the owner would prefer to use wheels, particularly if he has any road work.

The power plant of the Acme tractor is a 4 cyl. engine, 4½ x 6 ins., giving 12-25 h.p. Kerosene is burned, a 2-gallon tank for gasoline and a 20-gallon tank for kerosene being provided. As a wheel machine the weight is 5,000 pounds; as a caterpillar, 5,500 lbs.

PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1917

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "comeback." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peter's Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

Ackland's Sales Force Hold Rally

A meeting of the salesmen and branch managers of the D. Ackland's & Son organization took place at the Winnipeg head office on September 28-29. The policy for the coming year was fully discussed, and many interesting talks on selling points given. The company have concluded an exceptionally good year's business, and after a thorough analysis of business conditions the salesmen returned to their respective territories.

Fall Cultivation

For fall cultivation the plow harrow attachment is a line which shows an increasing demand. The fact of harrowing at the same time as he plows saves time and the farmer is not slow to see that he can actually prepare the soil with one operation in a most efficient manner. Either as a harrow or as a sub-surface pulverizer the plow attachment is valuable in fall work. The principle aimed at is identical to that used in dry farming—that the moisture will remain in the soil longest if the surface is immediately pulverized after plowing, before the soil has a chance to dry out. By this idea millions of dollars worth of grain are raised on fields that never get a drop of rain from seed time to harvest. The spring moisture is retained by making a surface mulch. In like manner the fall-plowed soil can be made a storehouse for moisture during the winter months. For winter wheat growth the roller and packer is another implement that is of the greatest value in preparing the seed bed.

Synopsis of Canadian North-West Land Regulations

THE sole head of a family, or any male over 18 years old, who was at the commencement of the present war, and has since continued to be, a British subject or a subject of an allied or neutral country, may homestead a quarter-section of available Dominion Land in Manitoba, Saskatchewan or Alberta. Applicant must appear in person at Dominion Lands Agency or Sub-Agency for District. Entry by proxy may be made on certain conditions. Duties—Six months residence upon and cultivation of land in each of three years.

In certain districts a homesteader may secure an adjoining quarter-section as pre-emption. Price $3.00 per acre. Duties—Reside six months in each of three years after earning homestead patent and cultivate 50 acres extra. May obtain pre-emption patent as soon as homestead patent on certain conditions.

A settler after obtaining homestead patent, if he cannot secure a pre-emption, may take a purchased homestead in certain districts. Price $3.00 per acre. Must reside six months in each of three years, cultivate 50 acres and erect a house worth $300.00.

Holders of entries may count time of employment as farm labourers in Canada during 1917, as residence duties under certain conditions.

When Dominion Lands are advertised or posted for entry, returned soldiers who have served overseas and have been honourably discharged, receive one day priority in applying for entry at local Agent's Office (but not Sub-Agency). Discharge papers must be presented to Agent.

W. W. CORY,
Deputy Minister of the Interior.

N.B.—Unauthorized publication of this advertisement will not be paid for.

A Tractor Booster

It is reported that C. E. Ingram, a farmer at Sundial, Alta., is building a barn valued at $3,500 — not for horses, but for tractors! Already Mr. Ingram has two light tractors, which he has found so profitable that he maintains that within a year he will farm exclusively by oil fuel. From press reports this farmer is a buyer who will delight the heart of the local dealers. He says:

"For every tractor I expect to use I will buy two. Then I will always have them in repair, so that I shall have no delay because of breakdowns. When I travel I will use the automobile."

Two tractors for each one in use! This is one way of overcoming the repair difficulty.

Lumber's Moderate Advance

Statistical tables showing advances in cost in various building materials reveal the fact that lumber has advanced less in price than many other commodities. Since July 1, 1916, brick has advanced by 26 per cent; cement, 27 per cent; lime, 8 per cent; nails, 60 per cent; structural steel, 128 per cent, and lumber only 23 per cent. The total advance in the price of lumber since August 1, 1914, only approximates 28 per cent.

A Hibernian Reason

Desk Sergeant—"But, my man, you could not be beaten up like that, unless you had been in a disturbance of some kind. Were you fighting with anyone?"

Rastus—"No sah! Ah was jes' walkin' along singin' 'Ireland must be Heaven, 'cause ma Mother came from There,' when somethin' hit me, an Ah woke up in de patrol wagin."

Vehicle Co. Hold Meeting

A meeting of the Western salesmen of the Canada Carriage Co., Brockville, Ont., was held in the western office of the company, at 156 Princess street, Winnipeg, on September 27. T. J. Storey, president and general manager of the company, who came West to attend the meeting, gave a live talk on salesmanship as a factor in increasing vehicle business. F. N. McDonald, Western manager, also gave a talk on efficiency in salesmanship, carriage construction, and the sales policy of the company for the coming year.

A thorough discussion of the business situation took place and a very enthusiastic and helpful meeting was held. A group photograph of the gentlemen present was taken, a reproduction of which we show upon this page. The following were present: T. J. Storey, president and general manager; F. N. McDonald, western manager; Neil Raney, Northern Alberta territory; Ed. Bailey, Southern Alberta; J. A. McKinnon, Northern Saskatchewan; W. H. Heddle, Southern Saskatchewan; R. M. Robertson, Manitoba.

Canada Carriage Men: Standing left to right—Neil Raney, Northern Alberta; Ed. Bailey, Southern Alberta; J. A. McKinnon, Northern Sask.; W. H. Heddle, Southern Sask.; R. M. Robertson, Man. Sitting—F. N. McDonald, Western Manager and T. J. Storey, President and General Manager

Scrap in Great Britain

The Minister of Munitions in Great Britain has set the following maximum prices for iron and steel scrap: Heavy steel melting scrap, $24.25 per ton; steel turnings and borings, $17.00; steel mixed with wrought iron, $12.25; all other classes, $24.25 per ton. For iron scrap the following are the maximum prices: Wrought iron, $30.35 per ton; wrought iron mixed with steel, $24.25 per ton; wrought iron borings, $12.25.

Take the Initiative

There is no merchant, no matter where located, who cannot compile a mailing list. The mails are open to all. Telephone service is available in essentially every home, whether on farm or in town. Circulars, cards, newspaper space—all these are available. Personal calls are dependent solely upon the initiative of the retailer himself. In short, the stage is all set for the merchant to be the big factor in the community. Whether or not he succeeds is a matter for him to determine.

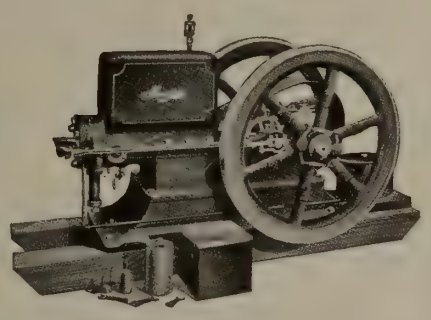
Good Tractor Demonstration at Missouri Fair

At the Missouri State Fair, held at Sedalien, Sept. 22-29, an excellent tractor demonstration was held, over a score of tractor manufacturers having machines on the grounds. Plowing was not made a feature of this demonstration, but every operation of farming which usually requires horse power to perform was tackled. Among other features were shown tractors cultivating, planting, harrowing, packing and seeding. All kinds of power machines were operated, including ensilage cutters, silo fillers, threshing machinery, corn shellers and huskers, etc. Both drawbar and belt work were demonstrated by the tractors, making a very effective demonstration of tractors under actual working conditions.

Wise men get a lot of instruction from fools.

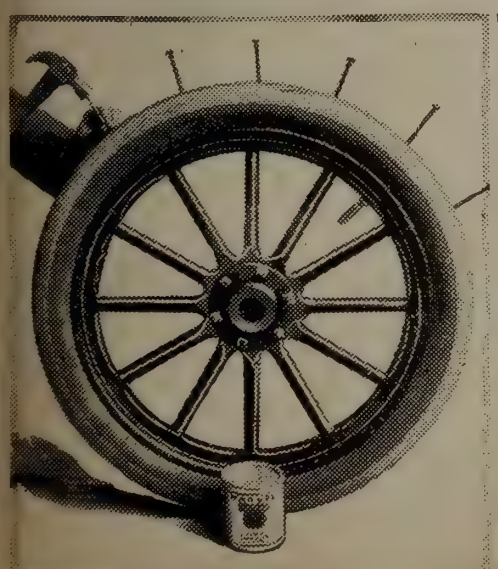
Mr. Dealer:

Your trade will be calling for grinding and crushing outfits soon. If you have not our catalogue and price list, write us. We can furnish you with any size required by your trade at prices which will enable you to meet any competition.



Remember, we are Manufacturers, not Jobbers, and can give you service unequalled in the West

MANITOBA ENGINES, LIMITED
Brandon, Man. Calgary, Alta.



THIS TIRE WAS TREATED WITH

Marvel Tire Life

It is absolutely puncture proof; after extracting nails it was put in active service on a car, and did not lose a pound of pressure. You can treat your car at home. 6,000 mile guarantee. Treatment sent by express on 30 days' approval at the following prices:

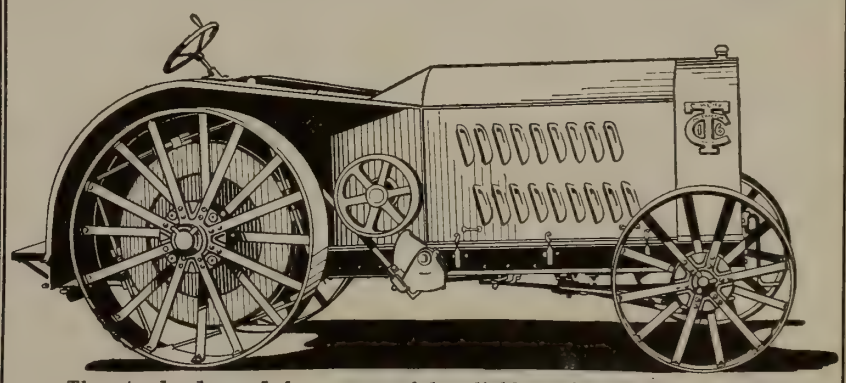
3 to 3½ in. tires.....$2.50
4 to 4½ in. tires.....$3.50

Satisfaction Guaranteed or no payment required.
Exclusive Territory to Agents or Dealers. Liberal Dealer Discount. Write at once.

DAVIS IMPORTING CO.
48 Sylvester Willson Building, Winnipeg

Dealers: Investigate This Tractor

THE TWIN CITY "16" IS THE LAST WORD IN LIGHT TRACTORS



The steady demand for a powerful, reliable and up-to-date small farm tractor has been fully met in the New Twin City "16." The result of years of experience and experiment by the manufacturers of the famous Twin City line. Embodies all recognized tractor improvements; trim, compact construction; powerful and smooth in action, owing to coiled springs over both front and rear axles that absorb all shocks. No tractor is more completely protected from dust or dirt, or has a better system of lubrication.

Competition Side-Steps the Twin City "16"

Four cylinder cast en bloc engine, 5x7½ inches, developing 16 tractor H.P. and 30 H.P. on belt. Runs on gasoline, kerosene or distillate. Hyatt Roller bearings throughout. Two speeds forward and one reverse. Double drive on two 4 ft. 6 in. x 14 in. rear wheels. Final drive is completely enclosed. Tubular type radiator. Extra strong steel frame. Special carburetor with vacuum fuel supply. Belt pulley 8x17 inches, running at 470 R.P.M. Simple and accessible design throughout. Total weight 7,500 lbs. Ask us for full specifications.

Write for Literature, Prices and Full Particulars on the Twin City "16," also our 25, 40 and 60 Drawbar H.P. Engines

Minneapolis Steel & Machinery Co. of Canada, Limited
923 LOGAN AVENUE WEST WINNIPEG

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

E. & Co., Sask.—Cylinder rings for an 8 h.p. Flour City engine cannot be obtained in the West. Write the manufacturers of the line, the Kinnard Haines Co., 44th Ave., North Minneapolis.

W. & Co., Man.—Repairs for a No. 10 Diamond feed grinder would have to be obtained direct from the manufacturers. Address the New Winona Mfg. Co., Winona, Minn.

N. E. N., Sask.—Rack for plow lever, No. 15 S, is for the main lever of an X-Ray sulky plow, formerly made by the D. Bradley Mfg. Co., Bradley, Ill. The line now belongs to a Chicago Mail Order concern.

C. J. H., Sask.—Repairs for a National hay baler can only be obtained direct from the makers, the H. N. Strait Mfg. Co., Kansas City.

W. F. C., Sask.—The Baker Mfg. Co., Springfield, Ill., manufacture a brush cutter for sage brush. The International Harvester Co. supply a special 3-foot brush bar for adaptation to mowers in clearing brush.

A. H., Man.—For particulars of root cutting and pulping machinery communicate with the Massey-Harris Co., or the John Watson Mfg. Co., Winnipeg.

R. B., Alta.—The Hinman Milking machine is made by the Hinman Milking Machine Co., Oneida, N. Y., and handled in Canada by H. F. Bailey, Guelph, Ont. The Calf-Way Milker is quite another machine, manufactured by the Calf-Way Milker Co., Chicago.

"Velvet for Dairymen"

"Velvet for Dairymen," the new catalog of the Sharples Suction-feed Cream Separator, has been received at this office, and we compliment the Sharples Separator Company very highly on the publication of such an interesting and attractive book. The cover design is particularly attractive, the suction - feed separator being shown in natural colors on a green stock, and the entire catalog is well illustrated with half-tone engravings.

The national advertising campaign that is being carried on by the Sharples Separator Company is telling the millions of American farmers of the many advantages of this modern separator that the manufacturers state will skim absolutely clean and deliver a cream of even thickness at whatever speed the separator may be run.

Facsimile of Cover of New Sharples Separator Catolog

This "Velvet for Dairymen," of which enormous quantities are being mailed, explains in detail the superiority of the suction-feed over the old-style fixed-feed separators and dealers who are to be so fortunate as to be hooked up with the Sharples line are reprting unprecedented sales in all parts of the country. Sharples machines can be obtained direct from the Sharples Separator Company, Regina, Sask.

Steel and Machinery Co. Busy

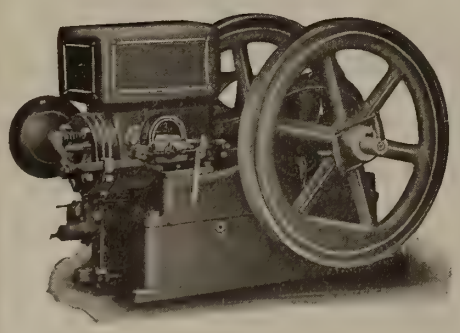
The Minneapolis Steel & Machinery Co. has recently received orders from the U.S. Government for war supplies which will necessitate the enlarging and remodelling of the plant in several respects.

Large orders have been received for steam winches for ships, also shell contracts. In view of the great necessity for increased farm production, the tractor plant will be kept at full speed producing Twin City Tractors in their various sizes. A new munitions building has been erected 132x142 feet. A power house and forge are also located on the company's property on Thirty-second Street.

More Legislation

The Manitoba legislature recently passed an order in council placing wood alcohol and formaldehyde on the poison list, which prohibits anyone, save a licensed druggist, selling same. Hardware merchants have raised a strong protest to have this order rescinded, so that the long suffering son of the soil may treat his seed grain and mix his paint without visiting a drug store for the necessary commodities.

YOU CAN SELL LOTS OF



JUMBO
Kerosene-Gasoline
ENGINES
FARMERS KNOW THEM

In Sizes 3, 5, and 7 H.P. A Line that meets the demand in your district

For reliable, economical power you can sell your customers no better engines than JUMBO Throttling Governor oil engines. They have every talking point—easy starting, work perfectly on cheapest fuels, develop full rated power and are strongly built, simple and durable. Note the strong iron sub-base. Ignition, Webster magneto. No fuel pump required. Unvarying speed under all loads. Every engine shipped ready to run. You can sell JUMBO Engines this winter. Write the nearest branch for our liberal proposition.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
WESTERN CANADIAN JOBBERS
Tudhope-Anderson Co. Limited
WINNIPEG REGINA SASKATOON CALGARY

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:
Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

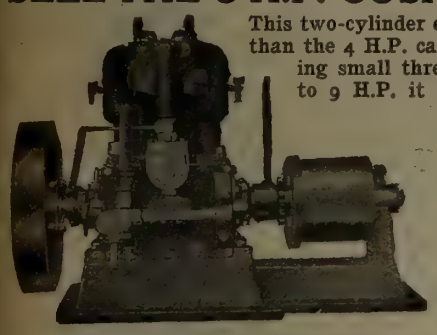
C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.

CUSHMAN Light Weight Engines
4 to 20 H.P.

These are the real All-Purpose Farm Engines. No matter what line of heavy engines you sell, you can sell Light Weight Cushmans also.

The 4 H.P. CUSHMAN is the one practical binder engine. It is the biggest seller of similar horse power on the market. The 4 h.p. does all ordinary work and can be attached to binders, potato diggers, etc. Equipped with Throttle Governor, Schebler Carburetor and Friction Clutch Pulley.

SELL THE 8 H.P. CUSHMAN. Weight 320 Lbs.



This two-cylinder engine is unequalled for heavier work than the 4 H.P. can handle. For heavy grinding, driving small threshers, etc. or for any power from 3 to 9 H.P. it is just what your customers want. Each cylinder same bore and stroke as in the 4 H.P. Unexcelled for steady power production. The 15 H.P. Cushman weighs only 780 lbs. and 20 H.P. only 1,200 lbs. Cushman Engines are not cheaply built, but are designed carefully and built of only the best materials. They are cheapest for your customers in the end.

ASK ABOUT OUR AGENCY OPPORTUNITY FOR YOUR TOWN

THE CUSHMAN LINE IS A BUSINESS-BUILDER FOR DEALERS

Cushman Motor Works of Canada, Ltd.

Builders of Light Weight, High Grade, Gasoline Engines for Farm Power Work.

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

EXCLUSIVE SELLING AGENTS FOR:
Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washers—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres.

Quick Sales AND Good Profit

You need very little floor space to display a "SPECIAL" Grader and Cleaner, and for several months ahead you can put through many profitable sales. One thing about the

"SPECIAL" Grader and Cleaner

is the way the screenings are delivered out from under the mill—a point farmers will be quick to see the advantage of. Illustration shows the "SPECIAL" No. 4. There are several other sizes—all guaranteed to do good work, and to give long satisfactory service. Get one working in your neighborhood—the rest will sell themselves.

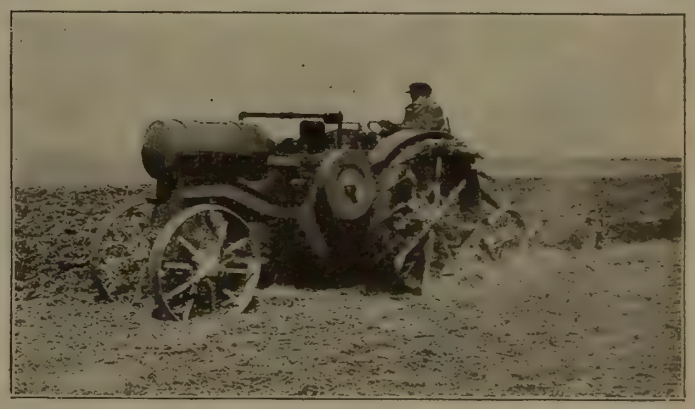
Dealers—Get Particulars

Be a "SPECIAL" agent. Let us tell you also about our "ROTARY" and "MARVEL" automatic picklers, "CHIEF" smut machines and "EMPIRE" grain saving attachment. Labor shortage and high grain prices will make sales very easy with our line. We have a proposition worth while—Will you write us to-night?

METAL SPECIALTY COMPANY, LIMITED

13th AVENUE :: REGINA, SASK.

Sell the Titan 10-20 and Plows
Sell on the Titan Record



A **TITAN 10-20** tractor is a safe machine to sell. The present model has been at work steadily on average American farms for more than two years. Its standing is established. Ninety-six per cent of **Titan** owners say they are perfectly satisfied with the amount and quality of work the machines do, and with their fuel economy.

Every **Titan** tractor operates successfully on kerosene. You can always get a plentiful supply of kerosene or distillate, at a reasonable price.

Titan 10-20 is recommended for average farms. It is a 3-plow outfit with two plowing speeds, 1.85 and 2.50 miles per hour, turning from 7 to 10 acres a day. You can urge its use for all kinds of belt work up to 20-H.P. and for hauling as well as plowing.

Titan tractors give steady, reliable service. They operate successfully on kerosene. They reduce labor costs. By getting the work done in the right way and at the right time, they increase yields.

The **Titan 10-20** tractor is a safe, profitable machine to sell.

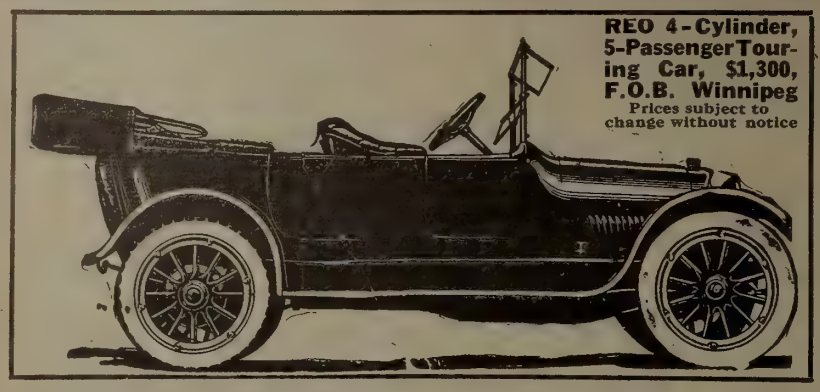
Write the nearest branch. Write also concerning a top-notch line of plows to sell in connection with the TITAN 10-20. The proper time is now.

International Harvester Company of Canada, Limited

BRANCH HOUSES

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.



REO 4-Cylinder, 5-Passenger Touring Car, $1,300, F.O.B. Winnipeg
Prices subject to change without notice

Certain Profits For You

The dealer who discriminates invariably selects cars distributed by Joseph Maw & Co. We chose from a knowledge gained by years of experience in the business; our cars are the right types for the implement dealer to handle. They sell and stay sold—the dealer profit is liberal and the dealer service expense is the lowest of any cars on the market.

GRAY-DORT REO PEERLESS

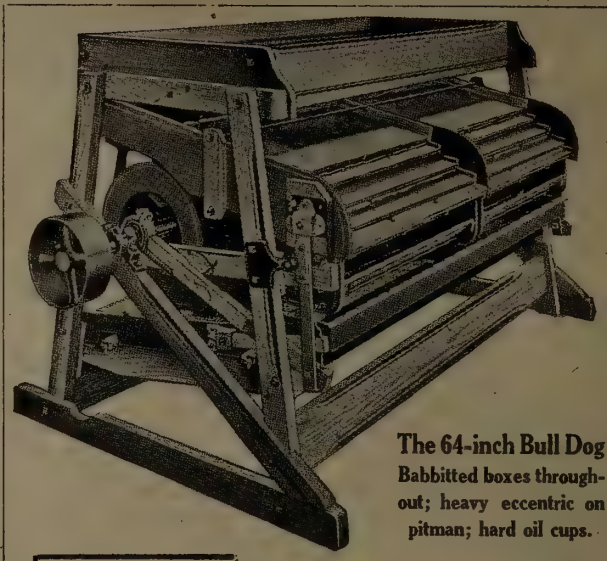
The recognized merit of these cars, and the fair and square policies of the companies behind them, the in-built quality, means complete satisfaction for the customer and more sales for you. These cars appeal especially to the buyer who wants full value for every dollar. They embody all that is best and most up-to-date in automobile construction.

Right now there is some open territory. We want live dealers of good standing and we advise you to write for our proposition.

Joseph Maw & Co., Limited

Factory Representatives

112-118 King Street Winnipeg, Man.



TWO BIG BULL DOGS

Hundreds of these are ready for Immediate Shipment.

The 64-inch Bull Dog
Babbitted boxes throughout; heavy eccentric on pitman; hard oil cups.

The 40-inch BULL DOG, with Wagon Box Elevator

BULL DOG MILLS

Made in five sizes: 24, 32, 40, 48 and 64 inch sieve widths

Capacities: 25 to 150 bushels per hour.

TWIN CITY SEPARATOR CO., LIMITED

Off Logan Ave. on Quelch Street Winnipeg, Man.

Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

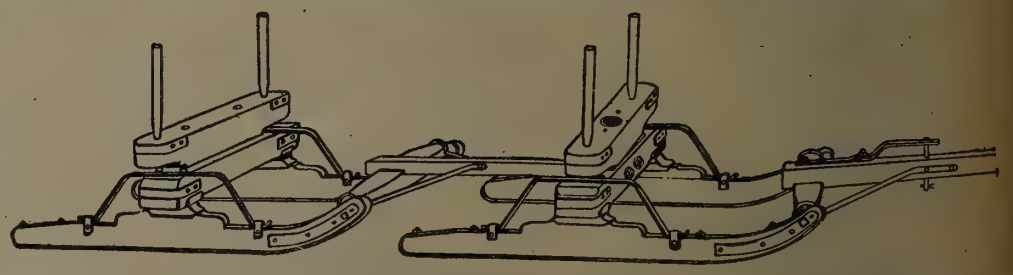
TWO PROFITABLE LINES FOR THE DEALER

And Implement Dealers Have Proven that TUDHOPE-ANDERSON Reputation Means Steady, Satisfactory Business

EMPIRE No. 2 SLEIGHS

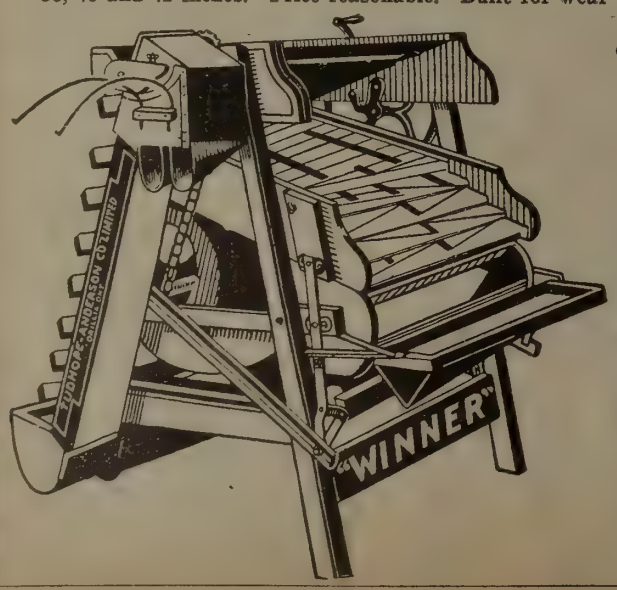
CAST OR STEEL SHOES

"The Sleigh that is Built to Last"



Handle the Empire Sleigh and you get a little more than your share of the sleigh trade in your territory. Built from the best materials. Thoroughly tested—and our guarantee goes with every sleigh. Runners 2, 2½ and 3 inches; depth, 4½ inches; length, 6 feet. Track, 36 and 40 inches. Bolster 38, 40 and 42 inches. Price reasonable. Built for wear and service.

Empire Sleighs have selling points in every feature of their construction. Oscillating Runners of white oak. Heavy rave irons. Extra long shoes. Benches and Bolsters of seasoned birch and maple, with heavy steel wearing plates. King Bolt of extra stiff steel. Either long or short poles, strongly braced. Neat in finish and design. Get one on your floor.



"WINNER" SEPARATORS AND CLEANERS

Made In Three Sizes: 24, 32 and 40 Inches

We guarantee "Winner" Fanning Mills to have double the capacity of any other separator, and to do 75 per cent better work on all kinds of grain and seed. Capacities: No. 1, 30-40 bushels per hour; No. 2, 40-60 bushels; No. 3, 60-80 bushels. Strongly built throughout of the best materials. Furnished with or without Bagger. Separates, cleans and grades the grain as does no similar machine. Have a "Winner" in stock and show your customers how to select strong healthy seed, improve the grade of their grain, and save dockage and cleaning charges. With a "Winner" the farmer conserves his screenings. Why should he hand the price of a "Winner" to the elevator? Let us send you full particulars of these profit-builders for farmer and dealer.

Ask us for Literature and Agency Proposition on the Tudhope-Anderson Line. Known everywhere for quality and value. Our goods sell easily and stay sold.

TUDHOPE-ANDERSON CO., LIMITED

Winnipeg Regina Saskatoon Calgary

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 11 WINNIPEG, CANADA, NOVEMBER, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

UNION BANK OF CANADA

Head Office: Winnipeg

LOANS for LIVESTOCK

THE UNION BANK OF CANADA is prepared to make loans to good farmers on reasonable terms, to purchase cattle for feeding or breeding purposes.

It is in the best interests of farmers to increase their herds.

Consult the Local Manager for particulars.

Paid Up Capital - - -	$5,000,000.00
Deposits Over - - -	$90,000,000.00
Total Assets Exceed - -	$109,000,000.00

THE PIONEER BANK of WESTERN CANADA

HAIL — FIRE — LIVE STOCK INSURANCE

LIFE — AUTOMOBILE — TORNADO

While in Garage or on Road

CARSON & WILLIAMS, BROS., LIMITED

720-726 Union Bank Building Winnipeg

PHONES (Private Exchange) MAIN 6112-3

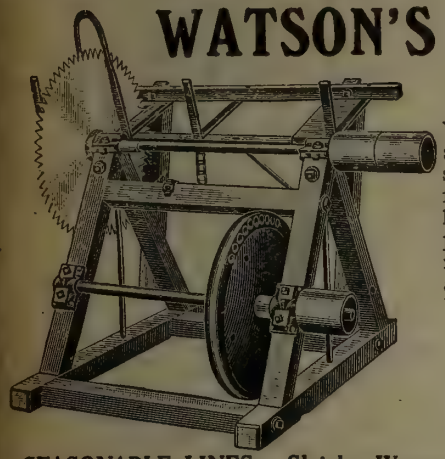
CASH TO LOAN

On First Mortgage Improved Farm Property

APPLICATIONS FOR AGENCIES INVITED

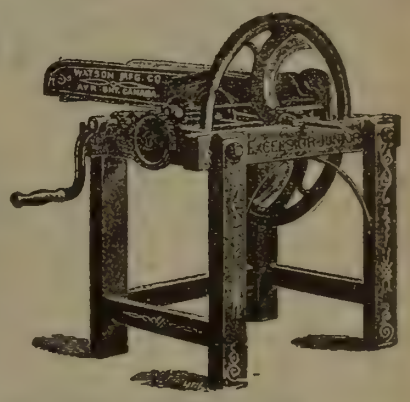
WATSON'S POLE SAWS and FEED CUTTERS

Are a Profitable Line at this Season



Watson's hardwood frame pole and wood saws are a big selling line. Built with solid steel shafts and rigidly braced frame. Three 5 x 6 inch pulleys; extra heavy solid, balanced fly wheel. Complete saw mandrels supplied separately if desired. Get prices on our cordwood and pole saws and quality saw blades. Weights 285 and 325 lbs.

Watson's feed cutters are made for hand, horse or engine power. Supplied in seven styles and sizes, for cutting hay, straw, corn or ensilage. Model shown cuts from ½ to ¾ ton per hour, and is adapted for hand or power. Cuts ½ to 1¼ inch chop by changing gears. Special concave knives. One lever starts, stops and reverses. Weight 300 lbs.



SEASONABLE LINES: Sleighs, Wagon Sets, Feed Cutters, Feed Crushers, Engines, Pump Jacks, Cream Separators, etc. Send for Catalog.

John Watson Mfg. Co. LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

WE CARRY REPAIRS FOR Moline Plows and Disc Harrows; Monitor Drills; Mandt Wagons and Trucks; "National" and Mandt Manure Spreaders; Adriance Binders and Mowers and all Janesville Implements.

"DOMINION" Sewing Machines

Repairs and Accessories for all makes of Sewing Machines Write Repair Department.

BUILD PERMANENT AND PROFITABLE BUSINESS

Every lady who purchases a "DOMINION" Sewing Machine from you is an advertiser for your store. There are thousands of them giving perfect satisfaction all over Canada—that's why "Dominion" agents make big money! We can deliver a machine a few days after your order is received. You save time and freight charges, and give prompt service. Every order shipped direct from Winnipeg. A binding warranty goes with every machine. Ask for our large free catalog and full particulars. Get a "Dominion" on your floor and watch them sell. If you want a good agency—write us to-day.

YOU DON'T NEED SALES TALK TO SELL THE "DOMINION".

The Dominion Sewing Machine & Phonograph Company

300 NOTRE DAME AVE., WINNIPEG, MAN.

WHY NOT USE HORSE SENSE?

Not a Horse or a Mule in Western Canada (if he could talk) but would tell you that he could do 25% more work if you would clothe him comfortably with "Horse Shoe Brand" Collars, Harness or Saddles.

Sold only by legitimate and honourable dealers all over Western Canada, and Manufactured in Western Canada only by

THE GREAT WEST SADDLERY COMPANY

At WINNIPEG, CALGARY, EDMONTON, REGINA and SASKATOON.

SEND FOR CATALOGUE AND PRICE LIST TO DEALERS ONLY

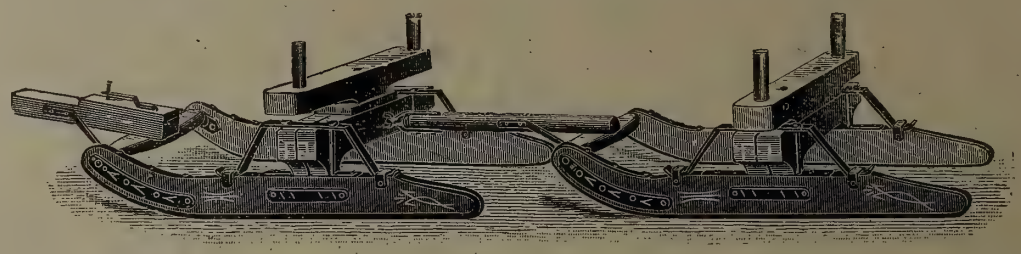
SIDE LINES:

We sell wholesale, to the dealers only, Mitts, Gloves, Moccasins, Automobile Tires, Spark Plugs and Auto Accessories, etc., etc.

Now Is The Time To Push For SLEIG H and CUTTER TRADE

Don't wait till winter sets in to order your stock. Canvass your territory now and order immediately, because we cannot guarantee prompt deliveries later. You'll get better satisfaction and service by ordering now.

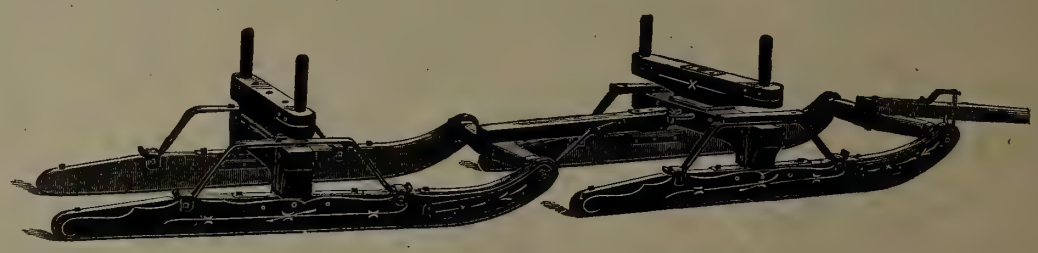
Prices of raw material are not going down—they will be higher before they are lower. Impress upon your customers the advantage of buying now before prices advance. Our line is exceptionally complete this year.



"Adams" Farm and Teaming Sleighs

FOR many years the name "Adams" has stood for the standard of excellence in the wagon and sleigh trade of Western Canada. This year we are devoting more time and care than ever to keep them head and shoulders above all other makes.

The woods from which they are built are most carefully selected, thoroughly dried and seasoned and then manufactured in a plant fitted with the most modern machinery and equipment obtainable for the production of high-grade goods.



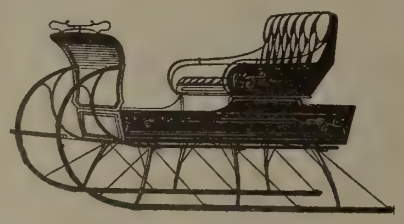
"Brantford" Cutters and Sleighs

It pays to push these goods because you have access to an assortment of styles that will enable you to satisfy any customer.

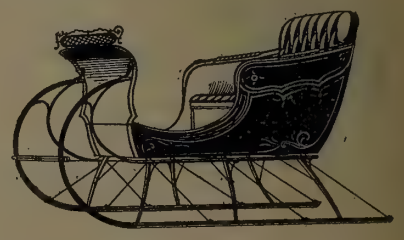
Because you can assure your customer that he is getting "QUALITY" goods and know that the cutters will back up your arguments.

They're built of the finest materials procurable and finished in a manner to do justice to their superior quality and strength.

A well finished exterior is not enough—Brantford Cutters have that too—they also have a reputation for durability—and are very popular.



A Cockshutt Agency is a valuable asset—you get a full line of Farm Implements, Machines and Vehicles—and all of the highest standard, backed by the Cockshutt guarantee of satisfactory service.



COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 11 WINNIPEG, CANADA, NOVEMBER, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

Raw Material Situation Affects Production and Prices

The United States government has taken action to regulate the prices of iron and steel products by setting prices which show the following reductions in material values for those materials quoted:

Iron ore, no change; coke, price reduction, 62½%; steel plates, reduction, 70%; pig iron, reduction, 43%; steel bars, reduction, 47%; steel shapes, reduction, 50%. When the action taken by the U.S. government and producers of steel and iron was announced, many implement dealers arrived at the conclusion that the result would be an almost immediate drop in the prices of farm machinery. That this is very improbable, and that we are far more likely to see further price advances seems evident.

So far as Canada is concerned, it should be clearly understood that the agreement in the United States between the War Industries Board and steel manufacturers, fixing the prices of steel products to the Allies and domestic buyers, does not apply to **sales for export.** By the United States agreement the delivery of materials is divided into three classes. Class A comprises munitions and war supplies; class B covers industries indirectly related to the war; and class C comprises all other industries. The war board in the United States has listed the agricultural implement industry in class B. This action, of course, relates only to the transportation of iron and steel to manufacturing plants, and has no connection with the transportation of finished machines from factory to wholesaler and dealer.

The question of supply is evidently far more important than the factor of price. The price of $58 a ton, for instance, was set for steel bars, yet we see Western Canadian railways paying as high as $300 a ton for urgently required bar material. Canadian machinery manufacturers must apply for U.S. export licenses when they desire to import such materials as: Pig iron, ferromanganese, iron and steel plates, scrap iron or steel, and steel ingots, billets, blooms, slabs and sheet bars. The question is whether the material can be obtained at all, as a scrutiny of the steel demand will show.

Steel Demand Enormous

Manufacturers of farm machinery in the U.S. who require raw materials will require licenses to get places at the mills. That the chances of a buyer getting material are slim is evidenced by the demand. Within the next six weeks the United States government will require 7,000,000 tons of steel in all forms, and 1,500,000 tons of shell steel before the end of the year. So far all steel mills have been booked up with an enormous tonnage of orders, many taken months ago, and of such volume that months will be required to complete the orders. This relates only to private buyers, and upon these are daily being piled orders from the U.S. government, and very heavy demands from Great Britain, France and Italy—war orders which have priority over the demands of the farm implement industry. As a matter of fact, the price reduction comparisons made at the time the new prices were set were absurd. The price on iron ore, for instance, is the same as has prevailed for the past year. The bulk of tonnages of steel bar moving from mills at the present are at about the same price as that fixed.

Probable Effect Upon Prices

While it is evident that the Canadian farm machinery trade will labor under disadvantages as regards the getting of many necessary raw materials, the probable trend of events in the United States is of interest.

Newspapers announced that the price of steel was cut in two, and dealers erroneously considered that the result would be lower prices. Since a large proportion of our implement supply is imported from the United States, let us consider the effect upon production cost in the factories of that country.

At the beginning of the war in 1914 bar steel, pig iron and consequently implements, were all selling at low prices and earnings of implement plants were at low ebb. As the demand for metal increased for war purposes the prices gradually increased until in the spring of 1916 manufacturers could stand the pressure no longer and were obliged to gradually advance prices, endeavoring to maintain very moderate earnings on the capital invested in their business. As the price of steel and pig iron continued to rise and materials had to be bought at the advances, there was nothing left to do but further advance the prices of implements. These advances followed fully six months and sometimes more after the advance in steel prices, thus giving the dealers and farmers the benefit of the contracts for materials made for periods of six months or more by the manufacturers of implements.

Difficulty in Getting Supplies

Materials to be used for the production of machines for the spring trade of 1918 must be delivered at the factories in the last half of 1917. To obtain them contracts for steel and iron, etc., must be made in the spring of 1917, as under present conditions it requires from six to ten months to get delivery of materials after specifications are placed. This, because steel companies are so far behind in their orders. At the time these contracts were made materials were in most cases lower than the present prices established by the U.S. government, and the selling price upon implements was generally fixed on the basis paid for steel in contracts dating last spring.

Many companies have now got at least part of their requirements and have partly made their stocks. Consequently, even if the prices for raw materials set had been much lower than is the case, the price of implements for the 1918 spring trade would not be affected. Since dealers' prices were fixed for 1918 spring delivery, the price of labor has gone up greatly in the States, and radical increases and taxation are imminent. As a matter of fact, implements to-day made out of iron and steel upon the government's price basis would cost even more than the price basis upon which many manufacturers are selling to dealers. Further, in event of a manufacturer being unable to obtain delivery of the steel contracted for in time for his needs, a very possible contingency is that he may have to purchase from stock at very much higher prices than the government prices set.

No manufacturers in the implement field have been paying top prices for iron and steel, by top prices referring to the prices which obtained when the government took a hand in the game. Implement makers have been using, and will continue to use for some time, iron and steel, the average cost of which is less than the price fixed by the U.S. government.

Early Orders Essential

At the recent conference of dealers and manufacturers in the U.S. a government official is quoted as saying that "no steel will be allotted to implement manufacturers except that which is reasonably sure of finding its way in machine form to the farmer." This may mean that the authorities expect manufacturers to find out without delay what will be required of them in the way of implement production.

The farmer is notoriously slow at placing his machine requirements; but this year he should be impressed by the fact that if he cannot make up his mind to determine what machines he will require, he is liable to not get them in time for spring use. Dealers should make every effort to induce their customers to make known their wants in farm equipment as soon as possible.

Any erroneous idea that prices will be reduced might lead the dealer to a policy of "watchful waiting." Such a policy will be, if anything, suicidal. Hesitation upon the part of dealers in permitting early shipments will but

(Continued on Page 10)

What I Would Do as a Progressive Implement Dealer

By ASTOLF LEVIN

Advertising Manager The Sharples Separator Co.

The personal question has been asked many times: What would you do if you were an implement dealer? How would you handle this or that?

Of course, all of us men engaged in marketing goods sold through dealers have to help the dealers with suggestions and schemes so as to stimulate the sale of our goods. But, how many of us have real, first-hand knowledge of a dealer's problems and troubles?

"Dairymen have a steady cash income."

Judging by some of the letters going to dealers and some of the suggestions they get, I know there are many who have not the necessary knowledge.

So this article is somewhat of a confession. A number of my plans might not be practical enough to try, but I know I would try them out and stick to those I found paying (by looking in the ledger).

In the first place, a young fellow with an abiding ambition to become a successful implement dealer should appreciate that the main reason for the many failures in the implement business is insufficient business training. The next reason is insufficient knowledge of farming and farm tools.

So I would take a business course good enough to enable me to balance books, discount papers, draw notes, and all such things of a plain business nature which every business man should know (and which too many of us do not).

Such a course should be taken at an evening school or by means of a reliable correspondence school. In the daytime I would work as a clerk in a successful implement dealer's store.

After a couple of years of this, I would begin to look around for a good location for a business of my own. I would certainly want to get into a dairy county because I know that dairymen have a steady cash income the year 'round. I would study the local conditions from various angles, such as richness of soil, local markets, conditions of roads, up-to-dateness of the farmers, etc. If the implement business were already well taken care of (as it most likely would be in a progressive agricultural county), I would buy out an established implement dealer. In this case I would work half a year in the store before buying it, so as to get acquainted with the trade and make reasonably certain I would make a success of it on my own hook.

"I would study catalogs and trade papers."

What would I do then? I know a number of things and I am going to tell of them, but I cannot enumerate them here in the same order as I would put them to practice. Local conditions would govern that. Here I'll have to take them as they come to my mind.

In regard to the merchandise, I would pick up some good, established, well-known lines for which there is a ready sale in my county and with which I was well acquainted. For instance, I would sell a good mechanical milker; a good electric light system; a good line of gas engines; a good small truck; a larger truck; a good tractor; a good separator; a good line of plows, harrows, cultivators and planters; a good manure spreader; a good silo; a good silo filler, etc. There are, of course, many makes of each kind of these goods and I would naturally pick the goods I knew, because it is very important that the dealer know his goods and believes in them; otherwise, he couldn't sell them. How could I instil faith about my goods if I didn't have faith in them myself?

In other words, I would pick out a line of goods that I knew would benefit and satisfy

"The best looking building with a modern front."

the farmers and give me a reasonable margin of profit.

I would not by any means confine my stock to farm tools. I would sell lots of other things that a farmer, his wife and children need. For Mrs. Farmer I would have food grinders and other kitchen tools, washing machines, etc.

And I would get the agency for a standard, well advertised "talking machine." In the "rest room" (see farther on in this article) I would have a sample machine and plenty of records and, whenever convenient, but particularly during winter, when my regular business was slack, I would sell phonographs. Three or four sample machines can easily be put in the back of a delivery truck and I would have a "sing box" and some records for a week or two for a try-out in every farm house where I couldn't sell one outright. Then, I would have a good excuse for coming back to those farm houses and try to sell them again.

Due caution would also be taken in selecting goods from such firms who are perfectly established, financially, as well as geographically; who have done a lot of advertising to the farmers and who have a reputation among the dealers for treating their dealers squarely and generously.

In order to gain all this information I would, of course, study all kinds of farm tools on the market; I would get and read their catalogs; I would subscribe for and read at least one good implement trade paper and the best farm paper; and I would join a local dealers' club or form one.

In regard to my store, I would set about to get one located in the best corner right on the main street. I would want the best looking building with a modern store front—plate glass windows, if you please. These windows I would keep clean—always. And I would

"I would have every tool set up complete."

build a seasonable window display—every week.

I would fix up my store so as to have a private office for bookkeeping and records, including a safe. The balance of the store, which should have plenty of windows and plenty of artificial light, I would divide in display room and storage room. I would have everything I sell set up complete, so it could be demonstrated, and I would have neat cards on the tools pointing out the main points of superiority.

Above each tool, on the wall, I would have a list containing the names and addresses of all customers using that particular tool.

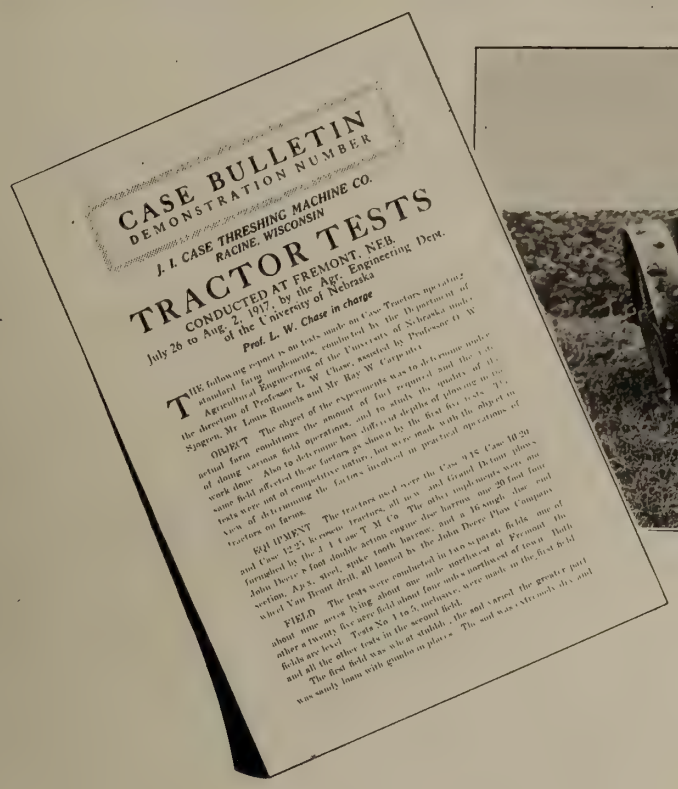
In my storage rooms I would have bins for every kind of small stuff, including repairs, so that everything could be as easily found and as well protected as in an up-to-date hardware store.

And I would keep my floors as clean as they are in the bank.

In the front part of the display room I would have plenty of room for my farmer friends—substantial chairs and benches, cuspidors, coat racks, etc.—everything to make them comfortable (including a nice toilet). I would provide a separate rest room (with a toilet, of course) for the ladies and cater to their taste in fixing it up, so that, when in town, the farmers' families would naturally make my store their head-quarters. By the way, besides separators, washing machines, electric light plants and food grinders, I would have a number of other goods that appeal to women, so that, if they should happen to need anything of this character, they would have a chance to buy of me. In

(Continued on Page 8)

"I would make my store into a farmers' club."


CASE BULLETIN
DEMONSTRATION NUMBER

J. I. CASE THRESHING MACHINE CO.
RACINE, WISCONSIN

TRACTOR TESTS

CONDUCTED AT FREMONT, NEB.
July 26 to Aug. 2, 1917, by the Agr. Engineering Dept.
of the University of Nebraska
Prof. L. W. Chase in charge

THE following report is on tests made on Case Tractors operating
standard farm implements, conducted by the Agr. Engineering Dept.
Agricultural Engineering of the University of Nebraska, assisted by Professor O. W.
the direction of Professor L. W. Chase, assisted by the Department of
Sjogren, Mr Louis Rounds and Mr Ray W Carpenter.

OBJECT The object of the experiments was to determine under
actual farm conditions the amount of fuel required and the cost
of doing various field operations, and to study the speeds of the
work done. Also to determine how different depths of plowing in the
same field affected these factors. The tests were not of a competitive nature, but were made with the object in
view of determining the factors involved in practical operations of
tractors on farms.

EQUIPMENT The tractors used were the Case 9-15 Case 10-20
and Case 12-25 kerosene tractors, all new and Grand Detour plows
furnished by the J I Case T M Co. The other implements were the
John Deere 8 foot double action engine disc harrow, one 20 foot four
section, Aspinwall steel, spike tooth harrow, one 20 foot four
wheel Van Brunt drill, all loaned by the John Deere Plow Company

FIELD The tests were conducted in two separate fields one of
about nine acres lying about one mile northeast of Fremont. Both
other a twenty five acre field about four miles northeast of town. Both
fields are level. Tests No 1 to 5 inclusive were made in the first field
and all the other tests in the second field.

The first field was wheat stubble. The soil varied the greater part
was sandy loam with gumbo in places. The soil was already dry and

Every Case Dealer Should Have This Bulletin

A few days prior to the tractor demonstration conducted at Fremont, Nebraska, a series of interesting tractor tests were made. The tests were not of a competitive nature but were made with the object of observing tractors in actual farm work so that the actual figures might be had. Tests made by the Agricultural Engineering Department of the University of Nebraska, Prof. L. W. Chase in charge.

The First Of Its Kind

Case has just published a booklet covering twelve tests. This is the first authoritative statement of its kind.

It shows the equipment used, the kind of fields, the different operations. It shows the fuel consumption and cost per acre.

Each test is complete. Different size tractors are used. Some tests are for plowing at different depths. Some are for spike-tooth harrowing, and discing, drilling, etc.

Kerosene was used, and based on a cost of 8½ cents per gallon, the cost per acre for plowing under different conditions and depths is shown. These are but a small portion of the interesting information this booklet contains.

Much of the information in the Bulletin has hitherto been speculative. Now it is down in black and white. The figures are exact—not estimates.

Send For Your Copy

Every Case dealer should have a copy of this bulletin. Farmers everywhere know that Case tractors are superior. Their performance extending over many years has proved that beyond doubt.

But here you have the actual figures. In selling CASE no longer do you have to make claims. You have in this booklet actual figures made under actual farming conditions that prove conclusively Case dominance in the farm machinery field.

Write for your copy to-day. KNOW Case. What it can do. What it **has** done. No thinking farmer will buy any other tractor once he sees these figures. Case superiority can no longer be questioned.

The first edition is just off the press. So don't delay. Write to-day.

J. I. Case Threshing Machine Company, Inc.

Founded 1842

601 Erie Street, Racine, Wis.

Canadian Branches: Calgary, Edmonton, Winnipeg, Brandon, Regina, Saskatoon
Eastern Canada: Canadian Fairbanks-Morse Co., Limited, Toronto and Montreal

"A good separator must skim clean, whether turned fast or slow." Such is the verdict of progressive Dairydom of today. Sharples has shouldered the responsibility of separator leadership for over a third of a century. The latest Sharples invention—the Suction-feed—has enabled Sharples users to enter a new field of cream saving, worth 80,000,000 lbs. of butter annually to the dairymen of America; a field untouched by any other separator. And this because Sharples skims clean, regardless of how slow the crank may be turned. This immense extra cream saving is the biggest argument that ever sold a separator.

SHARPLES
SUCTION-FEED
CREAM SEPARATOR

DOMINATES because it skims clean at widely-varying speeds
DOMINATES because it delivers cream of unchanging thickness—all speeds
DOMINATES because you can turn faster and finish skimming quicker
DOMINATES because there is just ONE piece in the bowl—no discs, easiest to clean
DOMINATES because of knee-low supply tank and once-a-month oiling system.

Sharples Sales Dominate—last year we effected a 340 per cent sales increase in **one** year, owing to the wonderful cream-saving Suction-feed.

Sharples Dealer Contract Dominates, too, because of our Dealer Bonus Offer. October 1st we paid nearly $100,000 to Sharples dealers **in bonuses outside** of regular commissions!

Decide now to get in on the Sharples Prosperity—write or wire for particulars.

THE SHARPLES SEPARATOR CO.
TORONTO, ONT. REGINA, SASK.
THE MITCHELL & McGREGOR HARDWARE CO.
BRANDON, MAN.
DISTRIBUTORS FOR MANITOBA
OUR REGINA BRANCH IS FULLY EQUIPPED TO TAKE CARE OF ALL REPAIRS AND SUPPLIES FOR WESTERN CANADA

Taking the Separator to the Customer

Merchants, especially in dairy equipment lines, are finding it a wise investment of time and eulogy to make frequent trips into their surrounding territory. A concern in North Dakota recently tried out this plan of merchandising in connection with the sale of cream separators. Two days were devoted to the selling campaign. Sales of fourteen new separators resulted. These sales did not all reach a consummation on these two days but the total sales mentioned were influenced by the visit at the farms.

Every farmer was called upon. If he had no cream separator the many advantages accruing from such a machine were explained. If he had a machine, rather the worse for wear, an exchange proposition was made, whereby the old outfit would be taken as part payment on a new separator. It is considered by the company who tried this plan that at least half of this business would have been lost had they not taken the separator to the customer.

Sharples Man Transferred

L. C. Scott, who since last spring has been acting manager of the Sharples Separator Co., Regina branch, has returned to United States in the interests of his company. Mr. Scott, who is a sales director of the company, has returned for a little to his home in Michigan. The company have not yet announced the appointment of a Western Canadian manager for the organization.

The Present is no Time for Cheap Separators

In these troublous times, with every agency bending its efforts to make Canada efficient, Canada economical, dairying well may be said to be the salvation of Canadian agriculture.

It not only protects the soil, our greatest national resource, but it furnishes us with butter, milk and cheese, three most important articles of diet. If Canadian agriculture is to do its full share in insuring the national well being, we must have more dairying.

But we must have better dairying as well.

More efficient dairying necessitates more efficient equipment—the best only should be used. This is a matter of stern necessity.

And here lies the responsibility of manufacturers of dairy accessories, particularly manufacturers of machines that separate the cream from the milk. The separators they make and sell must be 100% efficient. It is estimated that fully 200,000,000 pounds of butter fat are wasted every year in the United States alone through the failure to use separators or through the employment of poor machines.

The separator that wastes cream robs the farm, and robs the nation. The manufacturer or dealer who does not insist on supplying the best, regardless of first costs, is less than patriotic.

In times like these—or at any other time, for that matter—a dairy supply dealer will do well to handle nothing but goods accepted universally as standard. In the cream separator field, it is conceded that the De Laval holds, and always has held, leadership. It is the pioneer machine, having been the first of its kind on the market and having been responsible for the introduction and development of most of the advanced ideas in separator construction. Its materials and workmanship embody a high ideal in manufacture. Aside from any claims its makers may put forward, impartial tests—as well as the test of long service, now in progress on thousands of Canadian farms — have demonstrated its superiority.

Equipping the farm with devices such as a De Laval separator, which increase production is, under present war conditions, a patriotic duty, and waste of as valuable a food as butter fat is little short of criminal when it can so easily be prevented.

New Officials for Swedish Separator Co.

The Swedish Separator Co., Chicago, Ill., announces the resignation of Philip J. Syms, vice-president and general manager, and John Watson Cary, secretary, and the appointment of new officers, as follows:

W. M. Warren, vice-president and general manager;

G. Schuldt, secretary;

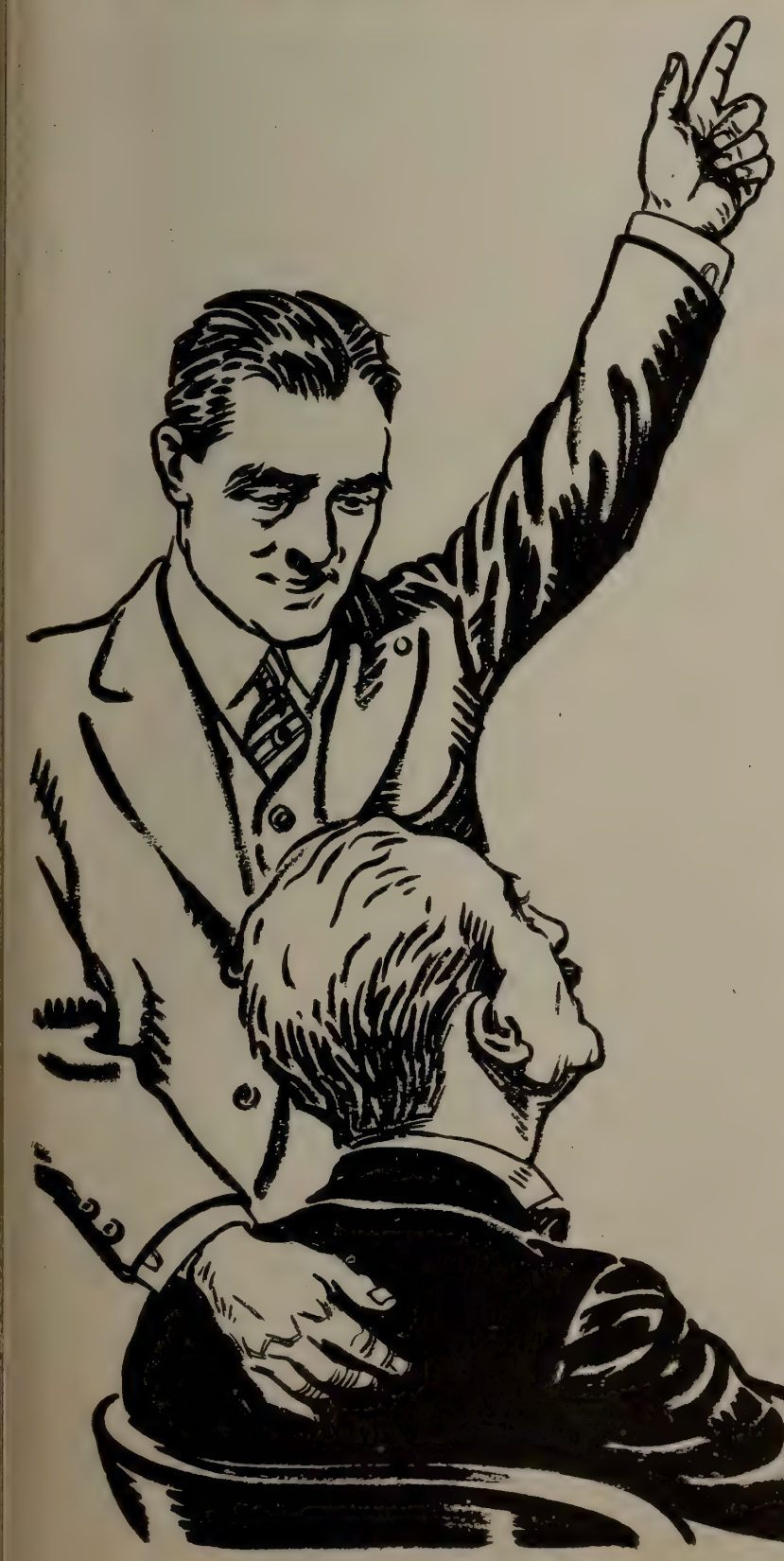
H. Cleve, treasurer.

Mr. Warren is well known in the trade, having been in the separator business for a great many years. He has been connected with the Swedish Separator Co. since its inception as general sales manager.

I.H.C. Buys Factory Site

The International Harvester Co. has bought twelve acres of land in South Chicago. The property, which was purchased from Noter Dame University, will be used for factory extensions.

DO YOU WANT TO SHARE DE LAVAL PROSPERITY ?



THE DE LAVAL sales year which came to a close September 1st was the biggest and best on record.

So far did De Laval sales exceed all expectations that it was hard to get machines enough to meet the demand.

Prospects for the present sales year look even better. The NEW DE LAVAL has made a big hit with the farmers, and the more they see of it the better they like it.

Plans have been made for increased production and the dealer who wants to take advantage of the increasing demand for De Laval Separators, and would like to share in De Laval prosperity this coming year, should make application for agency at once at our nearest sales office.

More than ever before it's true that "The cream of the cream separator trade goes to the De Laval agents."

THE DE LAVAL COMPANY LIMITED

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Sole Manufacturers in Canada of the famous De Laval Cream Separators and Ideal Green Feed Silos. Alpha Gas Engines. Alpha Churns and Butter-Workers. Catalogues of any of our lines mailed upon request.

WINNIPEG VANCOUVER MONTREAL PETERBORO

50,000 BRANCHES AND LOCAL AGENCIES THE WORLD OVER

WHAT I WOULD DO AS A DEALER

(Continued from Page 4)

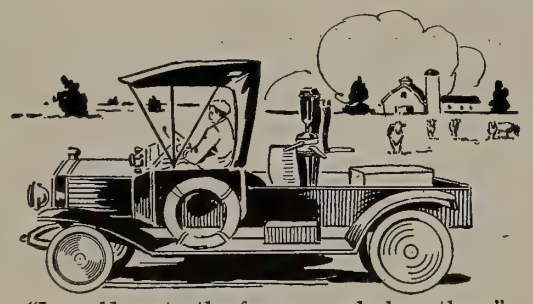
these rest rooms I would post the cards and large hangers that various manufacturers send out. I would hang up large framed pictures of the factories which make the goods I sell. This creates confidence and serves as a reminder.

In both rest rooms I would have a writing desk, with my stationery and post cards, good fresh ink and ditto pens for the benefit of my customers. Perhaps I would even furnish free stamps for this correspondence—farmers don't write much. At any rate, I would have stamps available.

In the men's rooms I would have a bookcase with Government Bulletins and Reports, as well as a number of standard books on farming in all its various forms. Catalogs of the goods I sold would be kept there, and I would subscribe for "the" best farm paper, as well as a dairy paper and a general farm magazine.

In the women's room I would have books on canning, needlework, poultry, etc., and some good magazines.

I believe this making of my store into a sort of farmers' club would pay big interest on the investment. I would aim to know my customers and their families intimately—because we all prefer to buy from a friend. I wouldn't mind if Mrs. Farmer asked me to keep an eye on her John or Mary "for a few minutes" while she went up to the bank or dry goods store. When Mrs. Farmer came



"I would go to the farmers and show them."

back, I would be a pretty good friend of John's (or Mary's), you bet.

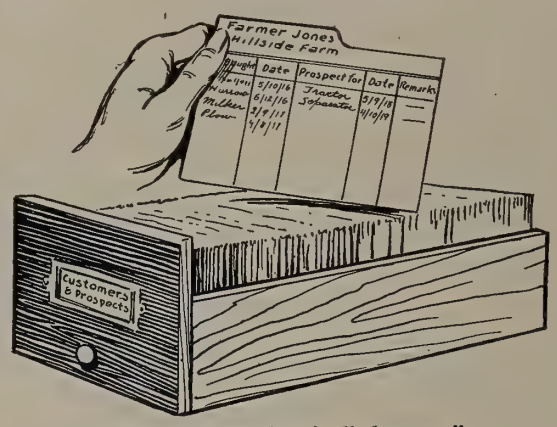
Of course, I would have a service and repair shop, perhaps upstairs, where a good mechanic, or two, could make necessary repairs on trucks and tractors and autos and self-binders and what not. Perhaps this part would be in charge of a practical young chap who knew trucks and tractors (at least the kind I sold) from A to Z and could demonstrate and sell them. I would have a practical dairy fellow in charge of my Separator, Milker and Silo Department—a young fellow with practical, as well as theoretical, training, who could tell one customer how to change his ration to make it better balanced, and another how to plan a new dairy barn and still another that his ground needed ground rock phosphate.

Naturally, all goods would be delivered by truck (**the kind I sold**) and delivered **quickly.** Expert and repair service would be handled by jitney and a reasonable charge made for such service for which I did not feel that I had to stand the cost.

In my office I would have a complete card index record of all farmers in my territory, as well as their families. I would have this record in the form of addressing machine plates and have a small Addressograph, which can address several hundred names an hour. The record would be so sub-divided that it told immediately which ones were my customers and what kind of goods each could possibly be in the market for—and when. In order to know this, I would have to know the farmers and their families.

I would leave no stone unturned until I did know every farmer. I have already mentioned the club room idea. Another way to find out would be to attend all auctions and public sales. If six persons bid on a plow, for instance, I know that only one can get it, and I also know that the other five are in the market for a plow. I would try and sell each of them a plow—right away.

I would work hard to be made a clerk at a majority of the auctions and sales so that I



"Complete records of all farmers."

would have access to all names of bidders and prices bid. As my name would appear on all bill boards and posters as clerk, I would get free advertising and be known personally to a lot of farmers.

My mailing list would be working all the time. I know that catalog houses gets lots of business in rural districts because they keep everlastingly at it. So I would beat them to it. And it should not be very hard. I would have the advantage of being known personally and of knowing my customers personally. I could make immediate deliveries (after demonstrations in my store). I could accommodate my customers with time payment instead of cash. And—I know I could offer goods of more value for each dollar invested than any mail order house. With all these advantages over any mail order concern, why shouldn't I beat them to it?

All farmers who could use milking machines, for instance, would be gone after in person, by mail and by demonstration, from the first of the year and up to the fall. All silo prospects would be gone after during the same time. Plow prospects would be ap-

Fred G. Miner Had a Sharples Milking Machine Installed Monday

Fred G. Miner, the enterprising dairyman just west of the city limits, recently purchased a Sharples mechanical milker. The sale was made through the J W. Thrasher Hardware Store, of this city, and the workmen of the hardware store were busy Monday putting the apparatus up and installing the machine for use. The milking was started Monday evening and Mr. Miner has been using it regularly since that time. It takes care of two cows at the same time, and is so simple in operation that the eleven-year-old son of Mr. Miner operates it, milking the whole herd of twenty-four cows in an hour.

Is Simple in Construction

The milker, which is made by the Sharples Cream Separator Company, is very simple in construction, although it did cost Mr. Sharples about ten years of time and several hundred thousands of dollars to successfully invent and put it on the market. The principle of the machine is the suction, caused by a vacuum, and air pressure, which is applied by a pump, which in turn is operated by a 2½ horse power Mogul engine of the International Harvester Company output.

"Good write-ups in the news columns."

proached in plenty of time before plowing opens up, etc.

All manufacturers furnish suitable mailing matter for their goods and I would have them put my name and address on the folders or circulars and keep my mailing list and my addressing machine systematically busy, you bet. When I mailed a letter to a customer, I would enclose a booklet on some machine I thought he might be in the market for.

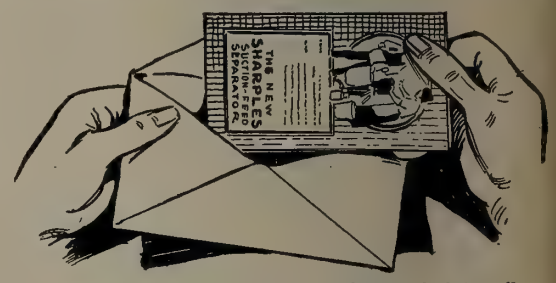
Another method would be personal form letters. The manufacturers would be glad to print them for me. I would have my own letterheads or I would buy some that the various manufacturers put out for their dealers. But I would write the letters myself so as to get some of my personality into them, and I would mention things of local interest. For instance, if I was writing about a separator, I would start off with something like this:

> "Harold Young came into my store yesterday and told me that he was $114 ahead because he bought a——— Separator of me last year ——"

The fact that everybody knows Harold Young and that his word is as good as his bond makes such a reference very strong. The same plan can be used often and on different goods if due care is taken to select the name of a man who is really known as a leader in the community.

And I would advertise in the local newspaper regularly. All my ads would have the same personal touch to them as I mentioned in connection with my letters. I would certainly make good use of the various manufacturers' "dealer service." They can make good suggestions, supply suitable engravings and many other things.

I would get real chummy with the editor and the staff of the local so that my little write-ups and scraps of business-news would



"I would enclose a booklet with each letter."

always find a welcome into the news columns. When I sold a silo or a tractor, I would have a good write-up in the news columns about it, with the purchaser's name and the name of the silo, etc. A month or so later I would follow this article up by a testimonial or interview and a picture. I could get electros free by sending in such pictures to the manufacturer and asking him to send one electro to be used in my local paper. And I would see to it that the paper ran a lot of agricultural articles and local information which the farmers would profit by and like. I would certainly put the local paper on my pay roll.

Whenever I made a sale, I would request a settlement. I would have absolutely no opn accounts and would send bills once a month and would expect settlement, either cash or bankable note bearing interest. It can be done and I would do it. Many an implement business has been wrecked on the rocks of Accounts Receivable.

By and by, as my business prospered, I would make improvements and take on more lines and build the business up until—well—until I became president of the bank or a senator or a farm owner or—a pipe dream, you say?—well, maybe—maybe not.

Someone gives the following antithetical advice: "Drink less, breathe more; eat less, chew more; clothe less, bathe more; worry less, work more; waste less, give more; write less, read more; preach less, practise more."

"The Name ADVANCE-RUMELY adds prestige to our Business"

"FIVE YEARS AGO," says Mr. Johnson of the Warren Machine & Iron Works Co., Inc.—Advance-Rumely dealers at Warren, Minn.—"two of our representatives and I sat down to figure over what tractor we should represent—not in terms of percentages and commission, but in terms of a just and reliable company that we could depend upon to stand behind us.

"We chose Advance-Rumely for several reasons. For seventy five years then, eighty now, they had been making farm machinery. Eighty years is a long time—long enough to prove the merit or demerit of a company's way of doing business—long enough to prove or disprove a product.

"The name Advance-Rumely, referring both to the company and the product—and we want to say you cannot separate the two—had a prestige connected with it that we knew would help us. Advance-Rumely tractors were sold as kerosene burning machines and *we found out from owners that they were.* They were sold as simple, sturdy, long-lasting, satisfaction-giving machines *and we found out from owners that they were.*

"In five years we have sold 99 Advance-Rumely tractors and about the same number of Advance-Rumely separators in a territory 50 miles square. We expect to sell at least six more Advance-Rumely tractors and plows before November 1st.

"Much of this business is due to the prestige of the name Advance-Rumely—the fairness of the company—the satisfaction Advance-Rumely tractors and separators give our customers.

"We want to say for the benefit of anyone who is planning some day upon being a dealer, just this—if a company can win the honest confidence of a community, both for itself and its products—that is the company to tie to."

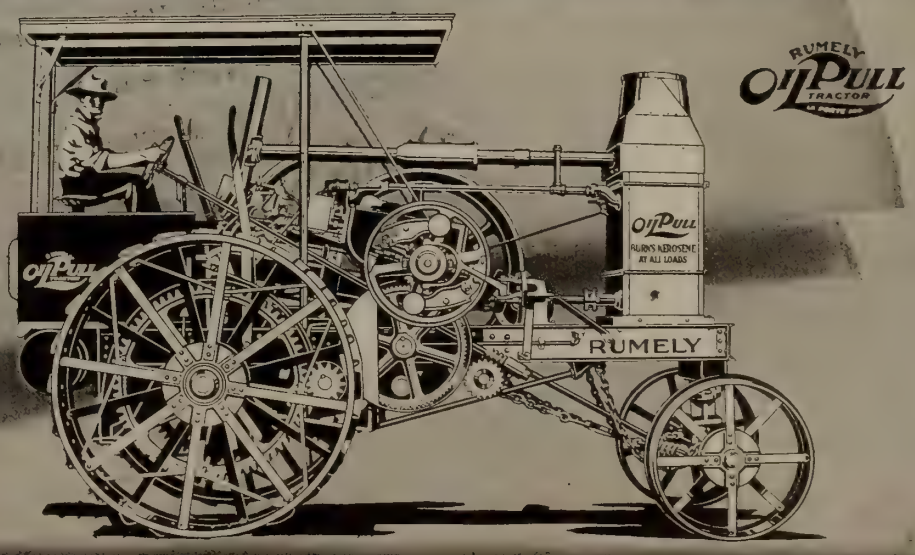
Every Advance-Rumely contract carries with it these same money making possibilities for *live* dealers.

Our 1918 contracts are ready. In addition to our standard line of tractors and threshing machinery it includes a new size of the famous OilPull *guaranteed* tractor — the 14-28 H. P. Also new sizes of the Rumely Ideal Separator for the individual farmer's use—20 x 36 and 24 x 44.

If you are interested write *now* for details.

ADVANCE-RUMELY THRESHER CO.
LAPORTE *(Incorporated)* INDIANA

Backed by
Written Guarantee



The Raw Material Situation

(Continued from Page 3)

add to the unsettled condition in the supply situation. There is already sufficient confusion in the material and transportation markets without the question of taking care of last minute orders. Implement manufacturers will this year have to make their deliveries over a period of six months instead of three, as has heretofore been the case, for the reason that the railroads may not have the freight facilities to handle the situation, with the result that the necessary farm tools might be too late in delivery to be of any use.

A shortage of implements in the coming spring is by no means impossible. This already is manifest in some items which are even now withdrawn from the lists of manufacturers. The dealer who does not purchase his stock and get it early may find that he cannot take care of the demand made on him next spring. The foregoing conditions should be put before the farmer by his implement dealer, and that he should order his requirements early will be the only sure preventative for a shortage of machines when machines will be badly wanted.

The New Case "Six"

Announcements of the various cars for 1918 are making their appearance these days, and one make that has aroused automobile interest is the new Case "Six," built by the J. I. Case T.M. Co., at Racine, Wisconsin. Its new innovations are practical and have been added by Case engineers who have fortunately not been held down to the task of having had to build a car to a price limit. The 1918 car includes a Case-Continental engine, 3½ in. bore by 5¼ in. stroke, the new motor with the counterbalanced crankshaft which, says the company, experienced automobilists and dealers everywhere can refer to with pride. Its flexibility and fuel economy are the predominating characteristics of a motor which is famous for its quietness and quick getaway. Carburetion is supplied by a new type of special Rayfield carburetor.

The chassis is of sound design, while the Columbia front axle carries Bock roller bearings. Rear axle is a three-quarter floating Columbia, with Bock roller bearings. The springs are semi-elliptic. Transmission is Grant-Lees with double row S.K.F. ball bearings. A single disc dry clutch, Westinghouse electrical equipment and a combination switch for ignition and lighting are other features. The body is composite wood and steel with disappearing folding seats. The 1918 Case is being built in three body styles for one chassis—in five or seven, in four, or in seven seat capacity.

Comprehensive Tractor Tests for 1918

The demonstration committee of the tractor and thresher department of the National Implement and Vehicle Association will sanction five tractor demonstrations in the United States in 1918. At a sixth big central demonstration arrangements will be made to test tractor efficiency on the following points:

1. Tests on fuel consumption in plowing, disking and other kinds of field work.
2. Tests on different types of traction wheels, wheel equipment and on tractive efficiency, to include tests of wheels running in furrow, on unplowed ground and also on plowed ground.
3. Tests on steering mechanism.
4. Tests on belt work.

At least one 10-hour plowing run will be made by each machine during this demonstration.

Cockshutt Plows for British Government

The Cockshutt Plow Company, Brantford, Ont., recently completed a very extensive order of tractor plows for the British Government. The concentration of the plant on the production of these plows affected the supply to domestic users to some extent, but the company felt that, under present conditions, they must do all in their power to aid the Old Land in the production of foodstuffs.

As the British Government orders have been taken care of the Cockshutt factories have now directed their energy and equipment to the production of farm machinery for Canadian trade.

Immense Earnings for Canadian Ford Co.

According to a report, the Canadian Ford Motor Company's profits in the fiscal year ending July 31 were $2,322,646, or one-third on its capital stock of $7,000,000. This profit added to the balance at the end of the preceding fiscal year, and a rebate of $18,813, in 1915, left a balance for the year of $2,445,139 after payment of war taxes and other charges.

Stamina—Strength—Economy

WHEN we produced the "Paragon" Tread Tire, we built better than we knew. That's why we can say to-day, without hesitation, that if ever a better Tire is built than the "Paragon" we will be the manufacturers. Clear throughout the Maltese Cross Line of Tires and Tubes runs the same pre-eminence in quality—the quality that brings so great a demand to the stores of Maltese Cross representatives.

PARAGON TREAD TIRES

"By Miles the Best"

There's a rugged quality of stamina and strength beneath the smart exterior of "Paragon" Tires. Smart and trim in appearance, they have shown, all over Canada, a tread of black rubber and a flying vision of red side walls to the pedestrians—and other cars—they pass. As they carry the autoist smoothly along, he cannot but recognize the brute endurance of them. At abrupt turns and on slimy or icy roads he can rely upon the sharp, right-angled skid resistance of their tread design. Scientifically produced in Canada's most up-to-date tire factory, they reduce road friction and give your customers the biggest in tire value, economy, mileage and durability. Get the agency for the "Paragon."

We are now booking orders for Tires, Tubes and Accessories for delivery next Spring. Write the nearest branch—to-day.

GUTTA PERCHA & RUBBER, LIMITED

FACTORIES: TORONTO

WESTERN BRANCHES:

Winnipeg	Fort William	Regina	Saskatoon
Calgary	Lethbridge	Edmonton	Vancouver

Minneapolis a "Tractor Center"

In the tractor industry, Minneapolis is forging ahead. Tractors made in that city are being sent all over America, to South America, the Orient and Europe. There are seven plants at Minneapolis where tractors are built, and all are sold ahead of capacity. One firm will have between three and one-half and four million dollars' worth of business on its books by the year's end; another will have about $500,000; and another between three and four millions; while there are four other manufacturing concerns that will do a business, individually, of from $750,000 to $2,000,000. As well as heavier machines, it is estimated that around 3,000 light tractors will be produced. In all, the value of the 1917 tractor production from Minneapolis will be in the neighborhood of $20,000,000.

Implement Duties Removed by Mexico

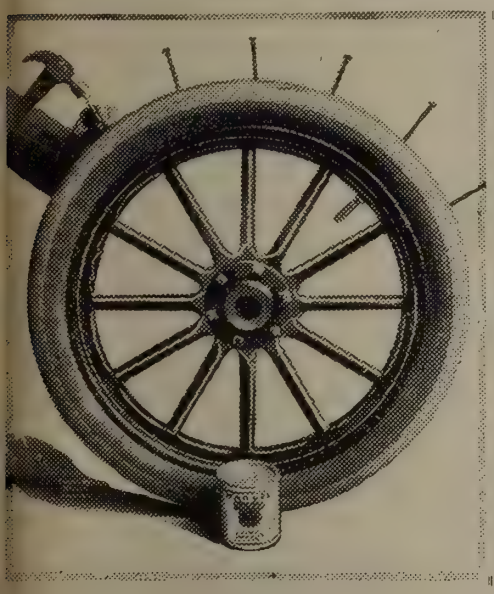
On October 1st Mexico removed the import duty from all kinds of farm machinery in general, including spare and repair parts. The following will now enter Mexico free of duty: Plows, fanning mills, separators, harrows, pumps, mowers and small hay tools, scrapers, cultivators, feed cutters, hay presses, reapers, seeders, tractors, silos, etc. The same decree reduced the duty on barbed wire to 49 cents per 220 lbs.

Tractors in Great Britain

Under the government plowing scheme in Britain many tractors are being imported and hired out to farmers at the low rate of $4.25 per acre plowed. It is said that this low charge rather works against the probability of farmers buying machines outright. The majority of the machines used are of 25 h.p. (British standard) and are narrow enough to pass through a gate 6 feet wide. This feature is essential, since all fields in the United Kingdom are enclosed by either fences, hedges or stone dykes.

House Moving Extraordinary

The publicity department of the Canadian Pacific Railway report a remarkable case of house moving. A man in Los Angeles, Cal., decided to come to Edmonton, but found he could not sell his house. The house was pulled down and shipped almost two thousand miles to Edmonton.



THIS TIRE WAS TREATED WITH

Marvel Tire Life

It is absolutely puncture proof; after extracting nails it was put in active service on a car, and did not lose a pound of pressure. You can treat your car at home. 6,000 mile guarantee. Treatment sent by express on 30 days' approval at the following prices:

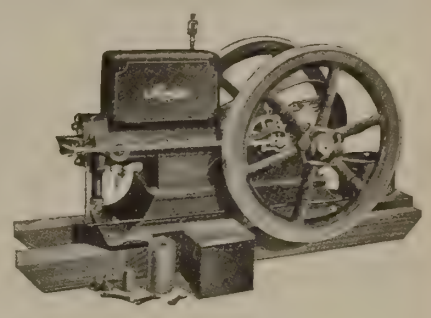
3 to 3½ in. tires.....$2.50
4 to 4½ in. tires.....$3.50

Satisfaction Guaranteed or no payment required.
Exclusive Territory to Agents or Dealers. Liberal Dealer Discount. Write at once.

DAVIS IMPORTING CO.
48 Sylvester Willson Building, Winnipeg

Mr. Dealer:

Your trade will be calling for grinding and crushing outfits soon. If you have not our catalogue and price list, write us. We can furnish you with any size required by your trade at prices which will enable you to meet any competition.



Remember, we are Manufacturers, not Jobbers, and can give you service unequalled in the West

MANITOBA ENGINES, LIMITED
Brandon, Man. Calgary, Alta.

"HERO" Fanning Mills

have a reputation for in-built quality and efficiency in cleaning the grain that makes easy and profitable sales for our agents, and they are

SOLD ONLY THROUGH THE RETAIL TRADE

Three Sizes: 24, 32, 48 inches

Profit by the Big Demand for "HERO" Fanning Mills

"HERO" Mills

Give Your Customers Top Prices for their Grain, and select strong healthy seed for next year

Your customers save dockage, and with clean, graded seed secure better and bigger crops. Their prosperity is reflected on your business.

SOLD ONLY UNDER THE NAME "HERO"

DEALERS:

D. Ackland & Son positively guarantee delivery on all mills sold. We can fill your orders on short notice. If you do not handle the "Hero" you should investigate our proposition at once. There is a big selling opportunity for you this winter.

Manufactured and Guaranteed by the HERO MFG. CO. LTD.

Exclusive Sales Agents for Western Canada

D. Ackland & Son, Limited

Calgary
Edmonton

TRADE D&S LTD MARK

65-68 Higgins Ave.
Winnipeg

ORDER EARLY

The phenomenal demand for "Hero" Mills this year is the most satisfactory proof of the excellent reputation, service and capacity of the New Hero. Order your supply early. See the Ackland traveller or write us direct for full information and prices.

Carriage Builders' Convention

The attendance at the 1917 convention of the Carriage Builders' National Association was somewhat smaller than in past years, but the meeting, which was held in Chicago, was marked throughout by the greatest enthusiasm.

Col. Thomas M. Sechler, Moline, Ill., was elected president for the coming year, he being one of the oldest members of the association. Various speakers emphasized the necessity of standardization of vehicle parts, while P. E. Erbenz, chairman of the executive, in an excellent report, covered the important subjects of standardization, statistics, publicity, the freight question, good roads, etc. That moving spirit in the vehicle industry in the States, Henry McLear, of Mt. Vernon, N.Y., was re-elected secretary-treasurer of the association.

TRAVELLER WANTED

Old established concern requires live traveller with experience in cream separators and gas engines. Give experience and full particulars in first instance to Box S.,

CANADIAN FARM IMPLEMENTS
WINNIPEG

Requests as to production had been sent out to 274 U.S. companies engaged in the manufacture of carriages. Responses were received from 145, 25 of whom reported having discontinued business since July 1st, 1916. The total production of jobs reported was 309,615. There were 57 large manufacturers who did not turn in production data, but from figures based on the number of sets of wheels, poles and shafts, axles, etc., manufactured from June, 1916, to July, 1917, the results show a total product in the U.S. of new vehicles for the year 1916-17 of 382,288, as compared with 425,467 for the preceding year. Carriage builders reported an average of 62% of normal production.

Beyond new vehicles reported and estimated during the year, there was reported an excess of 90,681 sets of wheels, 362,533 shafts and poles and 174,389 sets of axles. The total production of these parts for 1916-17 in the United States was: Wheels, 516,-148 sets; poles and shafts, 780,-000 sets; axles, 599,856 sets. It is assumed that the excess of these parts represents the repair supply of such parts, except that frequently finished vehicles are sold with both shafts and poles. In wheel manufacture, the trade was reported as 59.5% normal.

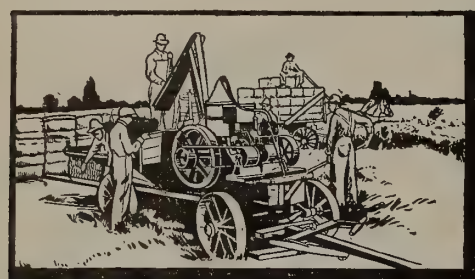
The statistics of production in the industry are interesting. The total U.S. output of buggies, carriages, spring wagons and spring work in recent years is estimated as follows: 1913-1914, 786,392 jobs; 1914-1915, 397,023 jobs; 1915-1916, 362,202 jobs; 1916-1917, 309,615 jobs. These are the returns from factories, but, as has been stated, all producers did not supply figures in any year quoted. Automobiles and auto trucks are blamed for the shrinkage in the industry. The leading vehicle manufacturing states, as shown by the statistics, are, in the order named: Indiana, Illinois, Ohio and Missouri.

The full loading of cars and the transportation problems confronting the industry were fully gone into by the convention, all the addresses of which were of the most interesting order. The carriage men are strongly of the opinion that buggy business can be made as profitable by the dealer as ever has been the case in the past.

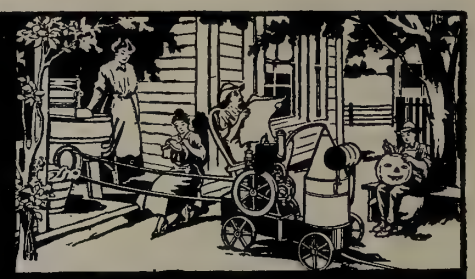
Annual Meeting of Aspinwall Mfg. Co.

The annual meeting of the stockholders of the Aspinwall Manufacturing Company, Jackson, Michigan was held in the company's office Friday, October 12th. The same board of directors as represented the company the past year was elected for 1918. The Aspinwall Manufacturing Company, who are well-known makers of potato machinery, have enjoyed an excellent season and the prospects for 1918 are bright.

On conclusion of the stockholders' meeting the directors met and elected officers for the coming year, placing in office the same gentlemen who have represented the company the past year:—President, L. A. Aspinwall; vice-president, C. G. Rowley; treasurer, G. N. Whitney; secretary, J. A. Parkinson, Jr.



Cushman Light Weight Engines



8 H.P. 2-Cylinder Cushman mounted on Hay Press. Engine weighs only 320 lbs.

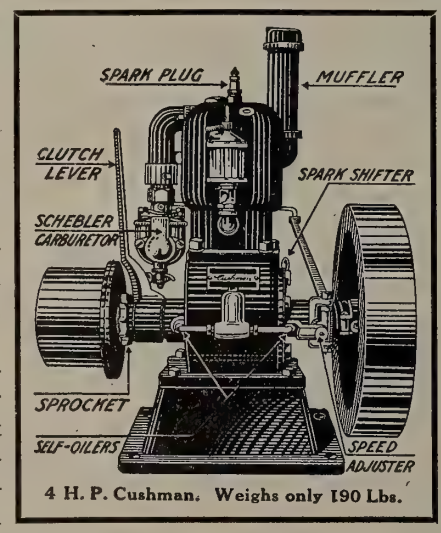
Weigh only 40 to 60 lbs. per horse-power

4 H.P. Cushman on Iron Truck with Water Cooling Tank and Gasoline Tank in front.

For All Farm Work—4 to 20 H.P.

Cushman 4-Cycle Engines are the All-Purpose Farm Engines—built to run with least trouble and do work no other engines will do. **Built Light, built right.** They represent a great advantage over ordinary stationary engines in more modern **vertical balanced design,** better material used and more thorough, careful workmanship. More efficient and longer lived because of lighter weight, higher speed, reduced friction and lowered operating cost.

Cushman Engines are for farmers who want an engine to do **many jobs in many places** instead of one job in one place. They weigh only about one-fifth as much per horse-power as ordinary farm engines, but they are so well built, so accurately balanced and so carefully governed, that they run even **more steadily and quietly.** No loud explosions — no fast-and-slow speeds — but steady, quiet running like automobile engines.



4 H. P. Cushman. Weighs only 190 Lbs.

Cushman Engines are equipped with Throttle Governor and Schebler Carburetor. The very sensitive Cushman Throttle Governor allows the engine to receive just enough fuel to take care of the load at that moment put on the engine. This results in a uniform speed and power that is impossible to secure in engines not carefully governed.

Cushman Engines are 4-cycle, water cooled, and equipped with Friction Clutch Pulley. They are not cheap, but they are cheap in the long run.

The farmer wants an engine he can handle—that he can move around easily and put to work anywhere, without preparing a permanent base.

Get the Cushman Agency while you can. Many implement retailers are selling from 15 to 50 Cushman Engines a year—in addition to their heavy engine business. It's worth while looking into.

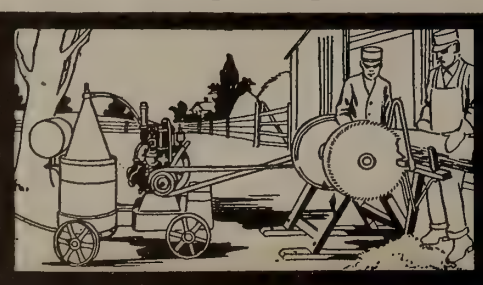
CUSHMAN MOTOR WORKS OF CANADA, LTD.

BUILDERS OF LIGHT WEIGHT, HIGH GRADE GASOLINE ENGINES FOR FARM POWER WORK

DEPT. E., WHYTE AVENUE AND VINE STREET **WINNIPEG, MAN.**

4 H.P. Cushman saves a team and in wet harvest saves the crop.

4 H.P. Cushman Hand Truck Outfit makes ideal light sawing outfit.



The same 4 H.P. Cushman Truck Outfit driving grinder.

New Provisions in Dominion Companies Act

One of the closing acts of the last session of Parliament was the passing of a bill which embodies several important amendments to the Dominion Companies Act. Among the new provisions it is expressly required that companies operating under a federal charter hold an annual meeting. At such annual meeting the directors are required to lay before the company an annual statement covering balance-sheet, auditor's report, a general financial statement, and a clear showing, in thirteen different classes, of the assets and liabilities of the company.

Dominion companies are now required to make annual reports to the Dominion Department, as provincial companies now do to the Provincial Departments. Various provisions are also embodied in the bill regarding the appointment and duties of auditors. On the application of shareholders, the Secretary of State is now authorized to direct an investigation of the affairs of any company which warrants same, while for the same purpose the company may appoint inspectors.

The new act requires that every mortgage or charge created since Sept. 1, 1917, by a company should be registered within twenty-one days after date of creation. The new amendments also embody provisions which require all prospectuses to contain certain information. A definite distinction is introduced between a public company and a private company, while provisions are noted with respect to the liability of directors for statements in the prospectus.

A new feature is introduced by provisions authorizing the issue of shares without any "par" or nominal value, and various associations for religious, artistic, patriotic, etc., purposes, may be incorporated without a private Act of Parliament. Federal companies are advised to provide themselves with a copy of the new act.

New Use for Coal Gas

In Great Britain the shortage of gasoline has lead to a new development in engine fuel. Coal gas is being used as a substitute, the gas being carried in a container aboard the truck or automobile. At several points in the Old Land these gas-driven cars are giving every satisfaction, the engine running as smoothly as it did on gasoline vapor. The only drawback seems to be that the average size of gas container used must be recharged from a gas main every fifteen miles. For one trip made, of 125 miles, the cost of coal gas was only $4.75, which trip, with gasoline at present British prices, would have taken eighteen gallons with a value of about $14.50. We fear that the use of coal gas as a motor fuel in Western Canada would restrict a man to a touring radius around the nearest gas works.

"I'd like to go some place where people are honest," declared Lugubrious Luke. "Why not move out to the cemetery?" suggested the Chilly Proposition.

Make the Winter Months Profitable

MAX **TANK HEATERS**

A line that sells readily. MAX Tank Heaters are made of the best quality, heavy sheet steel, with welded joints, making a solid one-piece body. Exceptionally large submerged radiation surface. Almost anything that will burn makes good fuel for the MAX heater. Suitable for wood, steel or concrete tanks of any size.

Heavy Cast Top—Self-Dumping Grate—Smoke pipe has spark arrester—Cleanest to handle—Heats water very quickly—Draught easily regulated—Built to last a lifetime.

A SAMPLE ON YOUR FLOOR WILL HELP YOUR SALES

WRITE TO-DAY FOR PRICES AND FULL PARTICULARS

Winnipeg Ceiling and Roofing Co., Limited

Makers of Max Stock Troughs, Waggon Tanks, Oil Barrels, etc.

P.O. Box 3006 F.I. 7 Winnipeg, Man.

Nilson

Automatic Traction by Pull Instead of by Weight

YOUR customers have often asked you for an honest-to-goodness Canadian tractor. A tractor that would work on soft ground early in the Spring. A tractor that could deliver the power for Canadian sod and deep plowing.

Through its patented lever hitch, the Nilson gets its traction by pull---not dead weight. It does not burn fuel moving a lot of extra weight. It is light enough to work on any ground a horse can work. And it has the grip and pull and power for heavy duty.

For more than four years the Nilson has been solving the problem of light weight, low fuel consumption, and big power on hundreds of farms.

WAUKESHA MOTOR

The Nilson Senior has a 40 B.H.P. motor at 800 R.P.M. or 50 B.H.P. at 1100 R.P.M. and a draw bar pull of 4000 lbs. at plowing speed; and the Nilson Junior has a 30 B.H.P. motor at 900 R.P.M. or 36 B.H.P. at 1200 R.P.M. and a draw bar pull of 3000 lbs. at plowing speed.

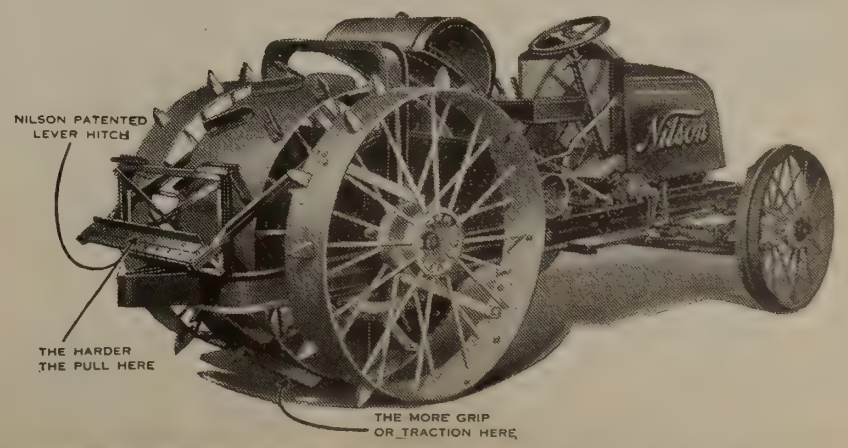
We Want More Dealers

We want dealers in every part of Canada. We are prepared to offer an unusually desirable proposition, together with close sales co-operation.

We want only responsible men who are in position to work their territories vigorously. If you can qualify, write us to-day, giving full information.

The Nilson Tractor Company

1660 Hennepin Avenue Minneapolis, Minnesota



Advice on Express Shipments

The express committee of the U.S. National Industrial Traffic League, reporting on the packing of express shipments, advises that fragile shipments should be packed in strong boxes, and that old marks should be carefully eradicated. Heavy packages should be wrapped in paper and have sufficiently strong cord. In every case the shipper's name should be on outside of package, preceded by the word" from." This ensures prompt notification in the event of failure of the consignee to accept the shipment, or in event of shipment going astray.

Tags should be avoided if the package can be safely marked. For castings or implement malleables tags should be attached with strong wire. Failure to show street address is reported to be responsible for delay or non-delivery of a large number of express shipments.

Cheap Car Promised

A report from Toledo, Ohio, states that the Willys-Overland Company, in 1918, will market a car at a price in the United States of less than $500. This sum will include complete equipment, such as electric starter and lighting system. It is reported that the wheel base will be 100 inches, but a unique design in spring mounting will produce the easy riding effect of a car of much larger wheel base. Such a car, if the report is authentic, would be a close competitor for the Ford car.

Engine Instruction in Saskatchewan

Short courses in internal combustion engines will be held at the University of Saskatchewan, Saskatoon, in December, 1917, and in January and February, 1918. The December course will open on the 3rd and will continue until December 22nd. It will be limited to 50 students. The January course is from the 7th to 27th, and the February course from the 4th to the 23rd. Applications are being received for admission to these useful courses. At the January course 50 students will be accommodated, and 75 at the February course.

E-B Managers Meet

Branch managers of the Emerson-Brantingham Implement Co., Rockford, Ill., from all over the U.S. held a convention at the general offices October 1-3. The company's 1918 sales' campaign was fully outlined, and it is stated that the coming year should show a large volume of business for the company. The tractor works at Minneapolis have been added to, and an auxiliary plant built at the Geiser Works at Waynesboro, Pa.

Power Separators Wanted in N.Z.

In New Zealand there exists at present a great demand for a combined cream separator and oil engine. Large factory machines are not wanted, the machine aimed at being a separator and engine on the same base and adaptable to the average sized farm. This demand, it is stated, is owing to the shortage of labor in the dairying industry, owing to so many men being away at war. Advertising and demonstration are suggested as the best means of introducing such machines.

Silos in the United States

At a recent meeting of the National Silo Association in Chicago, statistics were presented showing that during 1917 the number of silos in the United States was 35,000, which are valued at $10,000,000. The Indiana State Council of Defense recently said that every silo increases the food supply of the United States enough to feed eighty soldiers for a month. From this it would seem that the silo manufacturers are doing their share in the national emergency. There should be a large field for the sale of the silo in the Canadian West as farmers realize the value of these feed storage units.

Tractor Show in Kansas City

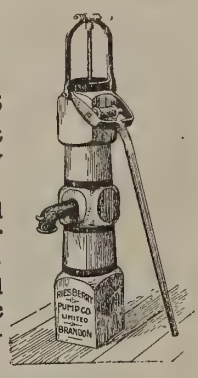
The Kansas City Tractor Club are now completing plans for the third National Tractor Show to be held in Kansas City from Feb. 11 to 16, 1918. At the last show, which was a great success, eighty-five exhibitors signified their intention of exhibiting at the 1918 event. Many others have already arranged for space. The location of the show has not yet been announced, but it is expected to be the most representative exhibit of tractors ever shown in America.

Distribution of Seed Grain

As in past years a free distribution of superior varieties of grain and potatoes for seed purposes will be made to farmers during winter and spring. Samples of grain (each about five pounds) will consist of spring wheat, white oats, barley and field peas. These will be sent from the Central Experimental Farm at Ottawa. Distribution of three-pound samples of potatoes will be carried on from most of the Experimental Farms. All samples will be sent free by mail, and application forms may be had from the Experimental Farm, Ottawa.

A man with a high aim in life seldom carries a gun.

PUMPS
AND
Clothes Reels
Made in the best equipped factory in Canada.
We make and handle pumps for all kinds of work.
We also install hydro-pneumatic Farm Water systems.



SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

GO EAST
IN ABSOLUTE COMFORT Via
CANADIAN PACIFIC RAILWAY
BY YOUR CHOICE OF
TWO DAILY TRAINS
CANADA'S FINEST
IMPERIAL LIMITED TRANS-CANADA
Modern Equipment. Solid Vestibuled
Through Trains. No Transfer.
Smooth, Perfect Roadbed.
Eastern Excursions
December 1st to 31st
FOR FULL INFORMATION, RESERVATIONS, ETC.
ASK ANY AGENT OF THE
Canadian Pacific Railway
"The World's Greatest Highway"

Sells Itself—This Wagon Seat

The Wagon Loaded

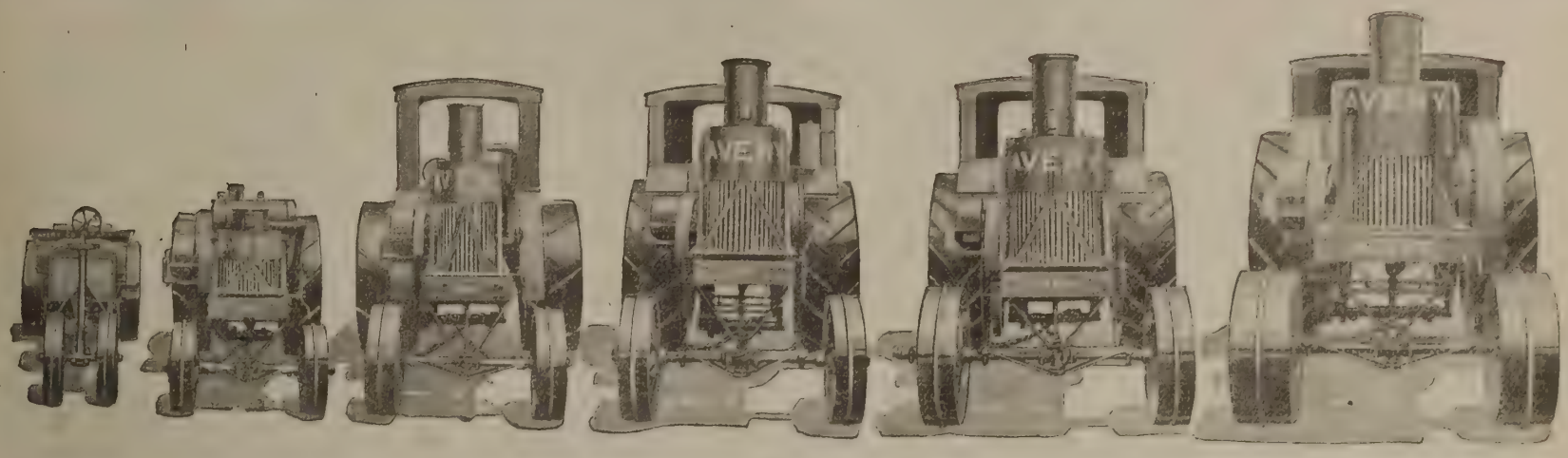
Lloyd's seats fit any wagon or sleigh box made. Take up no box space; give protection from wind and full control over the team. Strong spiral springs, specially tempered, give an easy riding motion.

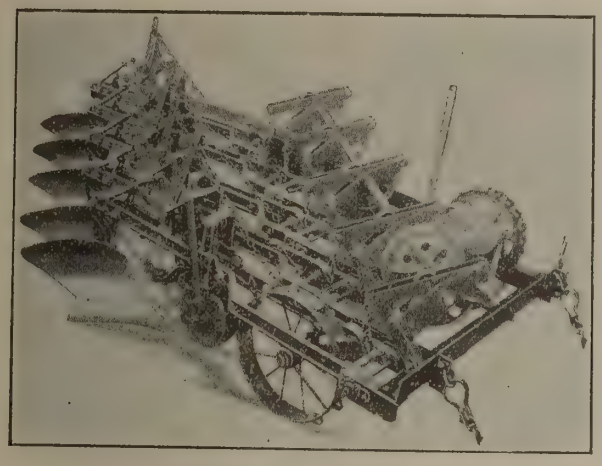
LLOYDS
LOW-DOWN
SPIRAL SPRING
WAGON SEATS

Going Home

Carry 600 lbs. with ease and are the lightest, most practical seats made. Get a dozen on your floor and watch them sell. We have a large stock on hand. Order your wagons less seats and supply the Lloyds. Write for prices—to-day.

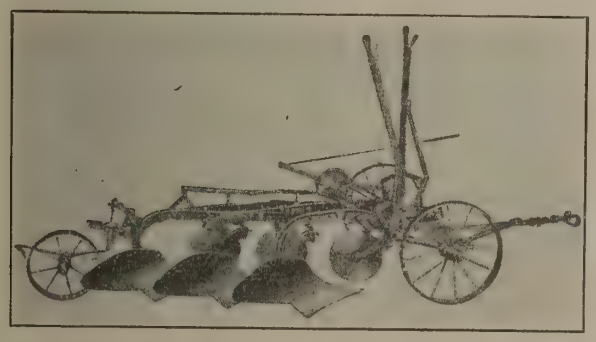
MANUFACTURED AND GUARANTEED BY THE
WAWANESA WAGON SEAT COMPANY
WAWANESA, MANITOBA.





Avery Engine Gang Plows

There is a complete line of Avery Tractor Plows to fit the requirements of any of your customers. They are built in a great many sizes in both light and heavy styles. They do good work and are easy to handle,



also have many special features which make them profitable sellers.

Your customer can get either style—independent beam lift or combination power lift.

SELL A COMPLETE MOTOR FARMING LINE

Any dealer can get the sale of a tractor, but ONLY Avery Dealers can sell a complete line of motor farming machinery. ONLY Avery Dealers get the sale of—

—a complete line of six sizes of Kerosene Tractors—a size for every size farm.

—a Combined Disc Harrow and Plank Float that is unequalled for preparing the seed-bed by tractor power.

—a 5-10 H.P. Tractor, that makes tractor farming a success on ten acre farms and does the lighter work on large farms.

—a complete line of eight "Yellow-Kid" and "Yellow-Fellow" Separators, all champion grain savers and a size thresher for any size run.

—and lastly, a complete line of engine gang plows in both light and heavy styles for each size of tractor.

TRACTOR USERS REQUIRE THE AVERY ENGINE DISC HARROW

The combination of discs and plank floats has been thoroughly tried out. Proven to be, under most conditions, superior to the double disc. The floats level the land while the clods are broken and a splendid mulch procured. Made in three sections; turn easily; 25 per cent lighter in draft than a double disc harrow cutting the same width.

Get the Big Share of the "Light Farming" Business with the Little Avery 5-10 Tractor

No farm is too small for this little tractor. Farmers with only ten acres report that they are practising the best methods of power farming with their Avery 5-10 H.P. Tractors. And it is exactly the size tractor for doing the lighter work on the large farms. It will do the work of four good horses and can be used for plowing, discing, harrowing, drilling, pulling a manure spreader, stretching fence, etc.

Furthermore, your customer doesn't need to buy a special engine gang for this tractor. He can use his walking plow. For hillside work he can use a right and left plow so that the furrows will always be thrown down hill.

The Avery 5-10 H.P. Tractor is the smallest and lowest priced tractor built. And it's proving to be a big money maker to dealers.

With the Complete Avery Line EVERY Motor Farming Prospect is an AVERY Prospect

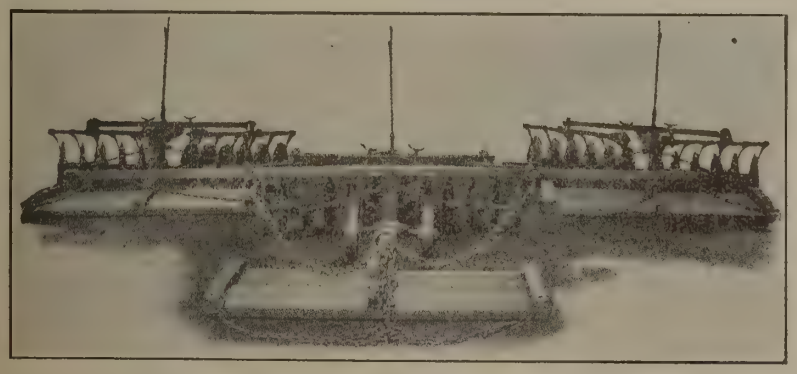
The advantage of having EVERY motor farming prospect YOUR prospect is very apparent, and you get this advantage when you sell the Avery Line. You can allow your prospect to pick the size tractor that will best fit his size farm.

With all these six sizes of kerosene tractors—the Avery Engine Disc Harrow, eight sizes of champion grain saver Separators—and a complete line of engine gang plows, you will have a keen edge on the motor farming machinery business in your territory.

WRITE FOR INFORMATION ABOUT THE 1918 SALES CONTRACT—THE CONTRACT WITH THE NINE BIG EXCLUSIVE FEATURES

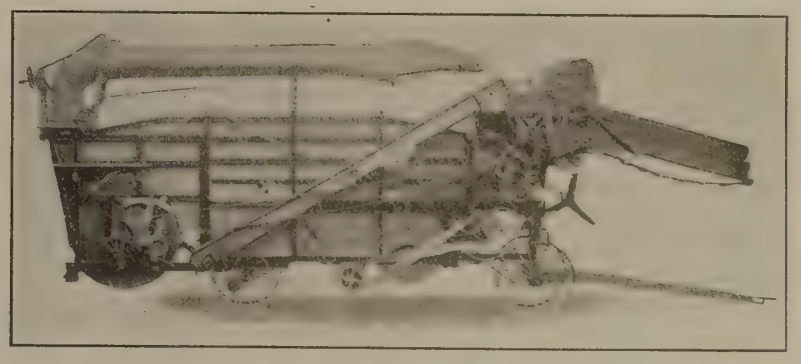
Western Canadian Distributors—
WINNIPEG, MAN.

CANADIAN AVERY CO., LIMITED
REGINA, SASK.



Avery Engine Disc Harrows

A disc harrow and float combined—3-section—16½ foot cut. The machine shown is the proper size for the Avery 18-36 H.P. Tractor. A smaller size, of the same general design, cutting a width of 12 feet, can be furnished for the 12-25 H.P. Tractor.



The Avery "Yellow Kid" Separator

Like the big Avery "Yellow Fellow," this machine is also a Champion grain saver. It is the practical thresher for an individual farmer or a small threshing run. Guaranteed to save 99-52/100% of the grain or more.

Be a Patriot—Buy a War Bond

The people of Canada are being asked to participate in a loan of one hundred and fifty million dollars to the Dominion Government. This loan is in the form of bonds, maturing at a set date and paying an interest and return of between 5½ and 6 per cent. So far the people of Canada have not generally taken up these bonds to help win the war. In the United States war loans carrying but 4 per cent interest, sold at par, have been purchased by the nation to the extent of several billion dollars.

It is essential to the conduct of our part in the war, and the support of our gallant soldiers, that the Victory War Loan shall not only be subscribed, but over-subscribed. No man is asked to give his money to the Dominion; but every man is asked to lend his money to Canada. Such war bonds are the safest investment any man connected with the implement industry can make. They are as good as currency, and even better, for the bond bears interest while currency does not. Great Britain needs credit if she is to continue spending money in Canada, and the Victory war bonds are being sold to Canadians so that the credits the Motherland requires may be established. This money will find its way back to Canada and be reflected in the prosperity of Canadian business.

Let every man in the implement trade do his utmost to invest some money in the Victory Loan. These bonds will give you a higher return on your spare capital than any bank. No investment you can make compares with this for safety, ready convertibility into cash, and unquestioned availability as collateral security for loans at any bank. Your banker will gladly assist you to participate in the Victory Loan if necessary. It is the duty of every man in business to-day throughout the Dominion to put every dollar that he can spare into our national loans. Every patriot should regard it as a privilege to participate in the Victory Loan, for he will thereby contribute directly and effectively to the successful prosecution of the war that has been forced upon us by a nation controlled by military autocrats.

The winning of the war intimately touches every man in business. If we do not win this struggle we must prepare ourselves for grave changes in our institutions, and to lead a different sort of life from that which we had planned to live—from that which our forefathers died to give us the right to live. Our country is forced to defend to the death of many of its citizens our principles of liberty. Unless those of us who can't fight throw our material resources into the balance democracy is placed in imminent danger.

The sum of one and a half hundred million dollars is asked for. A great sum, truly, yet but a part of the wealth which the citizens of Canada under free government have been able to save and accumulate. Every dollar that we pay into the Dominion Government is an aid to bring about the downfall of Germany and the bringing about of peace. Every dollar will help shorten the war, and will help our brave troops who are upholding the integrity of free peoples on the plains of France and Flanders.

Buy every bond that you can afford, and urge every man in your employment to invest his savings in the Victory War Loan. Allow those men who as government agents are pushing the purchase of war bonds free access to your business premises. Recollect that it will require every agency and every individual to make this a record response from the Canadian people. We cannot all fight, but every man with twenty-five dollars and over can do his share. Let us show the Canadian Government a marvellous response to their latest war loan—let us show the Empire that we are in this war to the last man and the last dollar.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

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CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
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WINNIPEG, CANADA, NOVEMBER, 1917

Use the Circulars

Those little circulars sent to the dealer's place of business by manufacturers and jobbers will help the dealer make sales if he puts them to work. When customers enquire about any individual machine, be it tractor, fanning mill or plow, see that they are supplied with a circular, folder or leaflet to take home with them. In their spare time they will read it, and very often the reading of such publicity matter, backed by your talk about the machine, brings the individual back to buy.

At times the circular in the farmer's home helps make a sale to a neighbor who sees it and reads it. Every dealer wants to make his efforts as productive to the business as possible. These pamphlets and folders will help you in a wonderful way. See that there is always a good supply beside every individual machine on your floor. Keep them clean and arranged in order. Tear up and throw away soiled pamphlets. These printed helps are always handy in this way when you are talking to a customer. A rack for catalogues and folders is a mighty profitable adjunct to any dealer's show room.

The Steel Situation in Machine Production

In Canada the United States embargo on the export, except under license for war purposes, of pig iron, iron and steel plate, chrome nickel steel, etc., has had a serious effect upon the Canadian iron and steel manufacturers, and consequently upon the farm machinery factories of the Dominion. The Canadian manufacturers, however, announce that Washington has ruled that raw material and articles required in the manufacture of farm machinery and implements, maintenance of railways, and shipbuilding, will be licensed as for war purposes.

In the United States the new legislation regarding iron and steel supply is classed in order of importance to the conduct of the war. Class A comprises munition and war supplies; class B covers industries indirectly relating to the conduct of the war and includes farm machinery; and class C includes all other industries. War supplies of a direct nature have the first call, and as U.S. mills have now on file orders for over seven million tons for the U.S. government and the Allies, the result may be that supply for implement production may be greatly delayed. The distribution of steel quoted affects only the transportation of materials to the industries, and has no bearing on the transportation of finished machines.

It is very evident that the prices set by the U.S. government for raw materials will have no effect in reducing prices of farm machinery; indeed, it is more probable that prices will advance. There are, furthermore, many kinds of steel entering into the manufacture of farm machinery upon which no price agreement has been reached. Beyond mere material costs there are many other factors which largely determine the price of the finished machine. The cost of labor is steadily increasing, while the scarcity of even semi-skilled help is great. Manufacturing equipment and all machine tools have advanced enormously so that the installation of new plant greatly adds to the cost of production. In general, there are many factors not generally considered which have a direct effect upon the present production cost of any machine or implement beyond the mere price of raw materials.

Another factor that will have a marked effect upon the delivery of raw materials and finished implements next spring is the movement in the United States of war supplies and troops. Armies will be on the move and the govern-

ment will have first call on railroad facilities. As manufacturers are pointing out to dealers, where three months are usually sufficient to cover the shipping season, this winter and spring six months will be required. It is, therefore, wise for the dealer to give immediate shipping instructions so as to insure delivery of the goods.

Scrap from Old Implements

The United States Geological Survey, Department of the Interior, calls the attention of farmers to the fact that at the present prices of iron and steel it should be possible for most farmers to reap an overlooked profit through the sale of the old iron and steel scattered about their premises; that the savings of such old scrap metal will help to meet the serious deficiency in the supply of iron and steel.

The Canadian government is now looking into the scrap material situation, and a Supervisor of Metals will likely be appointed. Prices for scrap metals will be set, and scrap merchants registered. A large part of the cost of manufacture in the farm machine industry lies in the metal used, and the grades of iron and steel, also brass, copper and babbitt found in scrap farm machinery is worth money these days. It is estimated that in the United States roughly three-fourths of this scrap metal is allowed to lie around the farms. At prevailing prices the Canadian farmer would find the collection and sale of this scrap a profitable proposition, while the metal so collected would help out the material shortage to a great extent.

Some Job!

Commenting editorially on the fixing of the price of wheat, while the implement manufacturer is permitted to increase the price of his products, the "Lethbridge Herald" says:

"We agree that the price of implements should be fixed. Allow the manufacturer a fair profit and the price will soon strike a level, that means a marked reduction in price. It is senseless to call for more production and allow at the same time the price of productive implements to increase in price, while the grain produced is sold at a fixed price."

Quite an excellent suggestion, too. The trouble, we fancy, would be to find any individual with sufficient gray matter in his occiput to control the prices, deliveries and production of the large steel concerns, also who would arrange so that the U.S. and Allied governments can quit fighting so that the implement manufacturers may be assured delivery of raw materials. We have at various times pointed out that the Canadian farm press generally has given little or no publicity to the reasons why the production cost of implements has increased. They leave it for their readers to assume that the farm machinery industry is on a par with the bacon business!

The increased cost of implements has never been as much as the percentage of advance in the raw materials used in their production. The consumer has been protected by the contracts made for materials by the makers. In relation to this, is it not possible that the price set for wheat fully covers the extra production cost per bushel incurred by the farmer. At all events, of all the jobs tackled during the war, the sympathy of the implement industry would truly be offered the individual who tries, under present market conditions, to fix the prices of farm machinery so that they would "stay put."

The Open Account

The credit system has nurtured one black sheep; one ever-increasing nightmare; one incorrigible and irresponsible child—the Open Account. Each dealer must finally fix his own selling price in accordance with his own cost figures. If he sells below that price he is bound to lose money. And that is what is meant by "cut prices."

Credit Men Want Retailers Insured

A movement is afoot by which the Canadian Credit Men's Trust Association are considering the advisability of establishing an insurance bureau as a department of the association. It is stated that many retailers do not carry anything like adequate insurance, and that it is justifiable for the wholesale trade to refuse to sell to merchants who are under-insured or who carry no protection.

It is suggested that members of the association turn in lists of all customers whose insurance should be investigated. The bureau would then communicate with the retailer and obtain statements of the insurance carried. If not sufficient, pressure should be brought to bear on the merchant to have stock, fixtures and buildings covered, either up to 80% of the stock carried or to an amount equal to the creditor's claims. If the merchant refuses, the matter devolves upon the wholesalers as to the action taken.

Such a scheme, it is reported, will be directly in the interests of the retail trade, while the bureau will not be used as a source of profit for the association. The retailer should continue as formerly to place his business locally. It is suggested that an exhaustive investigation of the entire subject be made by the association in order to ascertain the feasibility of such a plan, its expense, and the number of retailers and wholesalers who would be benefitted, and who would contribute in case such a plan should be carried into effect.

Screenings and Their Disposal

A meeting held recently at Winnipeg took up the matter of screenings, with the result that several recommendations as to the disposal of screenings at the government interior elevators were put forward and endorsed. The suggestions when followed will be of benefit to stock men, as the screenings will be retained in the West instead of being, as heretofore, shipped in bulk with grain to the lake heads and sold from there to U.S. buyers.

All this argument anent screenings and their use seems to be a direct tribute to inferior farming. The farmer who markets grain that is foul with noxious weeds is not a farmer that will raise maximum crops in any province. He is so conservative that he is willing to put up with dockage on his grain rather than invest in a proper fanning mill or grain cleaner by which to ensure that his product will take a better grade at the elevator.

One Western farm contemporary estimates that the three prairie provinces lose fifty million dollars annually through weeds. It would, therefore, seem that what we want investigation into is not the disposal of screenings but their eradication. Clean farming, the selection of strong, virile and healthy seed, the proper cultivation of the seed bed, and every movement directed towards weed eradication would, we believe, be of infinitely greater value than all the feed that can be had from screenings of dirty grain.

Fifty million dollars is a large sum of money. Any implement dealer who cares can compute, if he likes, how many good fanning mills that sum would place on the farms of the Canadian West. The fanning mill may not be a cure-all for the weed problem, but it is a potent factor in giving better seed for our grain crops and better prices for the grain that is grown.

Personal

W. S. Wait has opened a new garage at Calgary.

W. T. Potts has opened an implement business at Wadena.

Roberts & Baker is the name of a new automobile firm at Coutts.

F. A. Snook has discontinued his implement warehouse at Cupar.

J. O. Onstead has opened a harness and repair shop at Manyberries.

The Meyer-Granlin Motor Co. is a new automobile concern at Champion.

J. W. Frohn succeeds H. C. Schaltz in a harness business at Big Valley.

W. A. Perkins has sold out his automobile business at Lang to Frank Batty.

Karsten & Johnson, harness dealers at Prussia, have sold out to R. E. Serr.

Brown & Co., harness dealers at Minto, have discontinued business at that point.

A partnership is registered in the implement firm of Morrison & Eby at Carman.

The Manitoba Frost Wire Fence Co., Winnipeg, has discontinued operations.

C. E. Johnstone is the name of a new automobile and implement dealer at Beausejour.

A. M. McGarvey, an implement dealer at Wiseton, has sold out his business to W. H. Conway.

O. Christianson, the implement dealer at Kandahar, has discontinued operations at that point.

F. C. Heskett & Co. is the name of a new hardware and farm equipment concern at Cupar.

W. Hirshmiller has bought out the harness business at Killaly, formerly carried on by A. Ludwar.

Mockett & Campbell, garage owners and automobile dealers at Hanna, have dissolved partnership.

McIntosh & Carson, garage owners at Rossburn, have dissolved partnership. McIntosh continues.

H. D. Doenig, the implement dealer at Delia, has commenced a garage and automobile business in that center.

A. A. Hassard has bought out the implement business at Shaunavon, formerly carried on by A. H. Jackson.

The Studebaker Corporation, South Bend, Ind., announces the purchase of $1,000,000 worth of the second Liberty loan bonds. The company, who subscribed a million to the first loan, is arranging to sell $300,000 worth of

bonds to its employees on easy terms.

The firm of F. J. Sanders, hardware and implement dealers at Kandahar, is opening a branch store at Dafoe.

The Taylor-Critchfield-Clague Advertising Co., Chicago, has changed the name of the company to Critchfield & Co.

E. L. Theobald, implement and automobile dealer at Spring Valley, is succeeded by the Spring Valley Hardware Co.

Beatty Bros.,, barn equipment manufacturers, at Fergus, Ont., are erecting a foundry at London, Ont., valued at $40,000.

Plaxin & Veregin, hardware implement and lumber dealers at Buchanan, now do business under the title of Plaxin Bros.

The Assiniboia Auto Supplies, Ltd., is a new concern recently incorporated at Assiniboia. Capital is reported as $20,000.

F. E. McDiarmid, the hardware and implement dealer at Alderson, has sold out his interests at that point to H. B. Brigham.

The Gravelbourg Supply Co. was recently incorporated in the town of that name to handle implements and farm equipment.

Albert Lea Gas & Electric Light Co., Moose Jaw, is making application to change the firm's name to Albert Lea Gas Light Co.

Saskatchewan Motors, Ltd., is a new concern recently incorporated at Saskatoon. The capital of the company is given as $10,000.

A new concern recently incorporated at Calgary, is known as the Great West Tractor Co. Capital stock is reported to be $700,000.

Robt. J. Wilson, who carried on an implement and butcher business at Willow Brook, has sold out the latter branch to W. J. Newton.

J. H. McLean is discontinuing his harness business at Bethune. In the same village, H. G. Pell has opened a new implement warehouse.

W. J. Ellis, manager at Toronto for R. A. Lister & Co., recently spent ten days in Winnipeg at the Winnipeg branch of the organization.

Torgerson & Moffatt, dealers in implements and automobiles at Hawarden, have been succeeded by the Torgerson Garage & Implement Co.

A large extension is under way at the Maple Leaf Harvest Tool Co.'s plant at Tillsonburg, Ont. The main building will have a frontage of 330 feet.

W. J. Wilson, sales manager of the Winnipeg Ceiling and Roofing Co., recently returned to his desk after a Western trip in the interests of his company.

The firm of Juettner, Hagedorn & Eymann, implement dealers at Prelate, has been dissolved. The business is now controlled by Juettner & Schumaker.

J. R. Macdonald, president of the Macdonald Thresher Co., Stratford, Ont., was a recent business visitor to Winnipeg, spending a few days in the city.

The Parlin & Orendorff Co., Canton, Ill., announces the appointment of R. A. Hall as assistant sales manager at the home office, to succeed H. W. Jones resigned.

J. A. Bowers, a dealer at Lomond, recently delivered his thirteenth threshing outfit for the season to a farmer at Armada. This is some selling in the thresher line.

The Advance-Rumely Thresher Company, La Porte, Ind., has purchased $500,000 of the second issue of Liberty bonds, making a total subscription of $1,000,000 for the company.

At a recent meeting of the directors of the Bank of Montreal, Col. Harry Cockshutt, president of the Cockshutt Plow Co., Brantford, Ont., was added to the board of directors.

Chris. Johnson, the popular implement dealer at Baldur, was a recent visitor to Winnipeg, where he attended a meeting of the Western Grain Standards Board, of which he is a member.

O. E. Chapman recently returned to the position formerly occupied by him in 1914-15 with the Maytag Company, Ltd., Winnipeg, distributors of washing machines, feeders, engines, etc.

T. J. Storey, president and general manager of the Canada Carriage Co., Brockville, Ont., after an extended visit to the West, left Winnipeg recently for his company's headquarters at Brockville.

J. C. Heider, secretary of the Heider Manufacturing Co., Carroll, Iowa, was a recent business visitor in Winnipeg, where he called upon the trade. His firm produce the well-known Heider wagon sets, eveners, etc.

The P. C. Duncan Co., International Harvester and McLaughlin dealers at Estevan, recently held a special sale, during which they closed out their stock of hardware and harness, as they will discontinue business.

R. Harmer, president and general manager of the Sawyer-Massey Co., Hamilton, Ont., was a recent business visitor to Chicago where he attended the annual convention of the National Implement and Vehicle Association.

H. F. Anderson, manager of the Tudhope-Anderson Co., Winnipeg, recently returned from a visit to the head office and factory of the organization at Orillia, Ont. On his way West, Mr. Anderson stopped over at Minneapolis.

E. A. Mott, Western general manager of the Cockshutt Plow Co., recently paid a six weeks visit to the head offices and factories of his company at Brantford, Ont. Mr. Mott reports the plant as busy filling domestic orders.

E. F. Hutchings, president of the Great West Saddlery Co., Winnipeg, recently made a business tour of the West. In the interests of his company he visited Prince Albert, Saskatoon, Calgary, Lethbridge and other centres.

M. Schibsby, manager of the Minneapolis branch of the J. I. Case Plow Works, Racine, Wis., was a visitor to Winnipeg last week, looking into the business situation with the J. D. Adshead Co., who handle J. I. Case plows in the Canadian West.

N. O. Berve, manager of the Saskatoon branch of the John Deere Plow Co., recently spent a few days in Winnipeg. Mr. Berve will visit the Deere factories at Moline, Ill., and Welland, Ont., and will spend some time in Toronto before returning west.

W. S. Harris, formerly in charge of the Fargo, N.D., house of the Johnston Harvester Co., of Batavia, N.Y., has been promoted to a position in the Toronto plant of the Massey-Harris Company. It is understood that he will have charge of transportation matters connected with the large export trade of the company.

We have received a copy of his 1918 calendar from Albert Austin, the progressive I.H.C. dealer at Spy Hill. This calendar is a finely colored picture of a nurse kneeling on the battlefield by a dying soldier, the title being "For His Country's Sake." This appropriate hanger should be much sought after by Mr. Austin's customers.

Philip S. Rose, for many years associate editor of the "American Thresherman," and an authority on tractors and threshing machery, has resigned to occupy an important position with the Curtis Publishing Co., of Philadelphia. With a wide reputation as a writer on power subjects, Mr. Rose should be a valuable acquisition to the farm journal field.

C. E. Patric, inventor of the double force feed distributor for grain drills, and of other devices on seeding machinery, died at his home in Springfield, O., on October 11th. The late gentleman was born in New York state in 1837. He was one of the organizers of the Superior Drill Company in 1883, and was a well known figure in the seeding machine industry.

Former Implement Dealer Now Premier of Alberta

The Hon. Charles Stewart, who succeeds Hon. A. L. Sifton as premier of Alberta is a farmer and implement man of long standing. He was born in Strabane, Ont., and was for many years a farmer in that district, and later owner of a retail implement business at Barrie. In 1906 he came west and settled at Killam, where he now owns a farm of several thousand acres, which is now managed by his two sons. He also carried on an implement business in Killam, and was manager of the farmer's elevator until he was returned to the legislature in 1909, when he was elected for Sedgewick, which he has since continued to represent. Mr. Stewart entered the Alberta government in 1913 as minister of municipal affairs, subsequently being transferred to the department of public works. During the greater part of his life he has been an active politician, and, it is stated, a very efficient dealer in farm machinery and equipment.

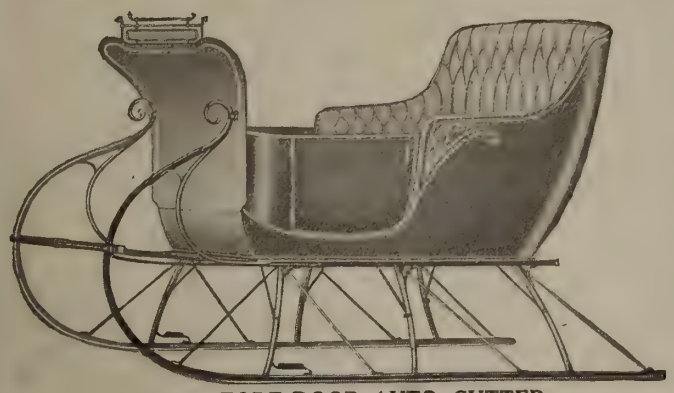
New Salesmen for Beatty Bros.

The sales force of the Winnipeg branch of Beatty Bros., Ltd., the well-known barn equipment and pump concern, has recently been augmented by the advent of two new salesmen, namely: L. P. Winslow, formerly of the Ontario Wind Engine & Pump Co., and E. R. Hambly, heretofore associated with the Canadian Credit Men's Association.

Mr. Winslow has had a long experience in the pump business and other farm equipment lines, and he is an aggressive and forceful salesman. Mr. Hambly has a wide knowledge of western conditions, and both men should be valuable acquisitions to the western sales organization of the company.

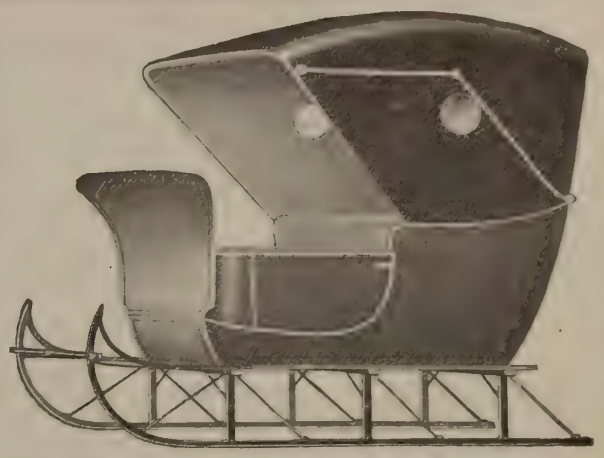
Advertising a doubtful article in doubtful mediums is a doubtful speculation, and means taking big chances. Advertising goods of merit, in mediums of known merit, is an investment, and a safe and sound one at that.

The Brockville is the Cutter for You



No. 219, FORE-DOOR AUTO CUTTER

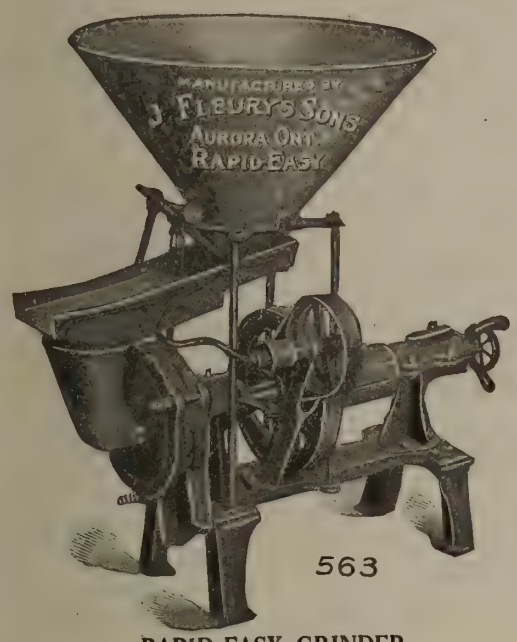
Our Prices are Right and our Goods the best obtainable. If you have not received our new Cutter Catalogue, No. 52, kindly let us know.



No. 253 "CANADIAN," WITH TOP AND FORE-DOORS

We have now on hand a large stock of Cutters and can make shipment at once. We have an especially large assortment of Fore-Door Cutters, with and without tops, and our new No. 251 Jumpers are the best we have ever offered the dealer.

Note our new No. 253, with Fore-Doors

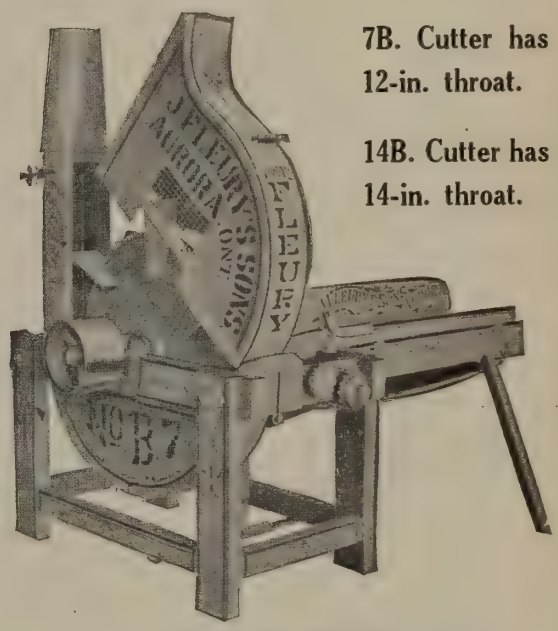


RAPID-EASY GRINDER

FLEURY'S SONS

Straw and Ensilage Cutters and Rapid-Easy Grinders

are well known in the West for Simplicity of Construction, Durability, and good results. We regularly stock them in all sizes, and for operation by hand, gasoline or engine power of any kind.



7B. Cutter has 12-in. throat.

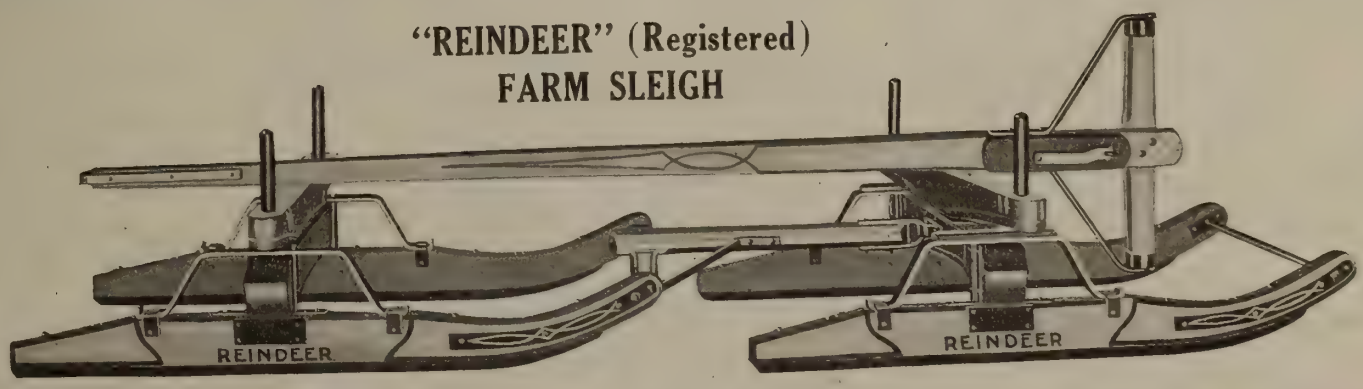
14B. Cutter has 14-in. throat.

No. 7B. CORN AND STRAW CUTTER

WE CARRY A FULL LINE OF AGRICULTURAL IMPLEMENTS

"REINDEER" (Registered)
FARM SLEIGH

Built of Oak



Built of Oak

This Season the "REINDEER" (Registered) Farm Sleigh is being manufactured exclusively for us. We have specified for OAK to be used in their construction and we are now receiving this class of sleigh from the factory. You can offer your customers no better value in Farm Sleighs.

JOHN DEERE PLOW CO., LIMITED

WINNIPEG REGINA CALGARY SASKATOON EDMONTON

National Implement and Vehicle Association Convention

The twenty-fourth annual convention of the National Implement and Vehicle Association was held in Chicago from October 15th to 20th. An exceptionally large attendance of members was recorded, and throughout the convention was on strictly business lines.

The Farm Implement Committee which works in conjunction with the U.S. National Council of Defence, reported fully on how manufacturers must proceed to obtain material from which to build implements and machinery to supply America and her Allies.

President Dain, in a stirring address, asked the machine manufacturers to aid the government by fully and freely supplying any necessary information, as such information is essential for the protection of the industry in its supply of raw materials. He emphasized the great need for the factories keeping the farmer supplied with the labor-saving tools necessary to raise a large food surplus to help win the war.

Secretary E. W. McCullough reported that the active membership of the association had increased 33 per cent. Membership on October 17th showed as 221, a net gain of 53 during the past year. The balance in hand was $23,678. The secretary also reported on the satisfactory headway being made in standardization, and how the problem of costs was being thoroughly gone into. As year succeeds year the mutual problems of dealer and manufacturer were being solved by co-operation between the two bodies in the trade, the deliberations of which were of the utmost value to the whole industry.

J. B. Bartholomew, Peoria, Ill., gave a very timely paper on "The Relation of the Tractor to Agriculture. He stated that next year one central national tractor demonstration would be held, probably in Ohio. In the Plow and Tillage Department, L. N. Burns, Racine, explained what had been done in the elimination of useless sizes and styles of implements. Reports were also made on grain drills and seeders, ensilage machinery, dealers' associations, sales managers' department and credits and collections. G. A. Ranney, Chicago, explained the effect of the war and national legislation upon material delivery and prices. He predicted great congestion in industry and transportation in the coming year.

Cost standardization and labor came in for a good deal of discussion, while community betterment was made one of the strongest points in the entire deliberations of the association. H. B. Dineen, Moline, gave a very instructive address on Elimination and Standardization. He declared that the elimination of useless types was of far greater importance than standardization. He made a graphic balance of the advantages and disadvantages of making and selling, as an example, a left-hand plow. C. M. Johnson, the dealer from Rush City, Minn., held the convention in an excellent talk entitled, "A Message from Our Dealers." R. Harmer, head of the Sawyer-Massey Co., Hamilton, gave a brief address on what Canada was doing to help win the war.

Resolutions were passed on: Liberty Bonds; Profiteering, Purchases, Price Control and Priority; Cost Systems; Speeding up Shipments; Co-operation to Increase Crop Production; Maintaining Labor Standards; Labor Arbitration; Export Trade; Military Roads; United States Department of Commerce and the Trade and Farm Press.

The new officers chosen for the coming year were as follows: President, C. S. Brantingham (Emerson - Brantingham Co.), Rockford, Ill.; chairman of executive committee, Geo. A. Ranney (International Harvester Co.), Chicago. Twelve vice-presidents were chosen; while Chicago was unanimously selected as the meeting place for 1918.

Happy Farmer Tractors for Export

The manufacturers of the Happy Farmer tractor, at La Crosse, Wis., in addition to a recent shipment of both models to France, booked an order for the same source for 250 8-16 h.p. Happy Farmer tractors, which were shipped October 20. These machines are for the French Government and will be used for raising crops in 1918.

Fifteen Happy Farmer machines were recently tried out in England. The report from that country states that, among other things, the self-steering feature of these tractors was considered very satisfactory by the British experts who conducted the trials.

The Happy Farmer Tractor Co. recently decided to purchase and instal additional machinery to the value of $75,000 to $100,000. The output of Happy Farmer tractors of the model "B" type, kerosene-burning, 12-24 h.p. machines, is to be very largely increased. Orders already have been booked for winter delivery to such an extent that both large plants at La Crosse will be kept busy. A meeting of the Happy Farmer distributors will be held at the factory on November 7th.

Efficiency Expert for Carriage Concern

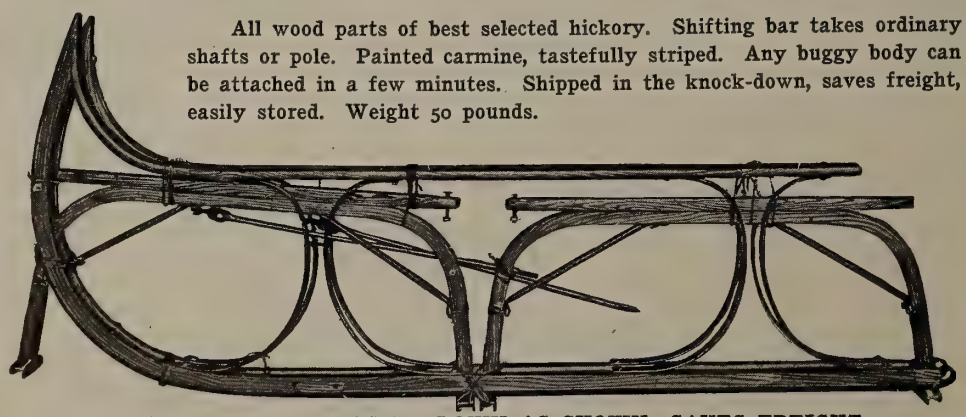
At a recent meeting of the directors of Carriage Factories, Limited, Toronto, it was decided to appoint a general manager for the company in the person of Norman A. Hill, an American efficiency expert and engineer, who comes to Canada from Ohio highly recommended as a successful organizer and manager.

ACKLAND'S "FAVORITE" CUTTER GEARS

Get a Supply Now
Watch Them Sell

Set one up in your warehouse. Runners 1¼x⅞; knees bent 1¼ in. square, reinforced with ⅞x3/16 steel scroll braces. Shoeing ⅞x⅜ steel; track 3 ft. 2 in.; run 5 ft. 2 in.; length 6 ft. over all; height 18 ins. VERY LOW PRICE. SEND YOUR ORDER TO-DAY.

All wood parts of best selected hickory. Shifting bar takes ordinary shafts or pole. Painted carmine, tastefully striped. Any buggy body can be attached in a few minutes. Shipped in the knock-down, saves freight, easily stored. Weight 50 pounds.



ALWAYS SHIPPED KNOCKED-DOWN AS SHOWN—SAVES FREIGHT

SET UP READY FOR USE IN A FEW MINUTES

STRONG, FINELY FINISHED, BEST MATERIALS

Dealers: Ask for Implement Supply Catalog, No. 4. It will save you money.

The Best Place — D. Ackland & Son, Limited — The Best Goods

Calgary Edmonton

TRADE D&S LTD MARK

65-68 Higgins Ave. Winnipeg

STOVEL CO. LTD.
WINNIPEG. MAN.

Kinnard-Haines Company is Reorganized

The Kinnard-Haines Co., makers of the Flour City line of tractors, and one of the pioneer concerns in the tractor industry, has been reorganized. In future the company will be known as Kinnard & Sons Manufacturing Co. The new concern has a capital stock of $250,000. A. Haines, who has been connected with the company since 1882, has retired on account of ill-health. The officers of the reorganized company are as follows:

President, Owen B. Kinnard; vice-president, Chester H. Kinnard; secretary, Oscar B. Kinnard; treasurer, H. D. Barry.

No change in the policy of the company is announced. Plans have been made to increase the output of the plant during the coming year to such an extent as material supply will permit.

Company Hold Tractor School

The Minneapolis Steel & Machinery Co. will conduct a tractor school at its plant in Minneapolis this winter. Expert instruction will be given in all branches of tractor operation and repair. Four five-week terms have been arranged, which will start respectively on Nov. 19, Jan. 3, Feb. 11 and March 18. Full particulars may be obtained from the company by addressing the Minneapolis office.

New Attachment for Deere Spreaders

The John Deere Plow Co., Moline, Ill., have recently put upon the market a straw spreading attachment for adaptation to John Deere manure spreaders. The attachment can be put on or removed in thirty minutes time permitting the machine to be used only for handling heavy manure or, when both manure and straw are spread in combination, the manure can be loaded in the spreader proper and the straw on top. The wet, heavy rotted straw often found at the bottom of stacks can be handled easily.

A rack attachment, the top of which is 5 ft. 10 in. from the ground, is erected upon the spreader. On this is arranged an upper beater with beater heads 20 in. in diameter. On these heads are bolted 8 beater bars containing in all 36 steel teeth 3½ in. long, making the diameter of the beater over all 27 in. In revolving the upper beater slowly combs the upper half of the load down to the lower beater, which revolves much faster, distributing the straw.

In our last issue we commented at some length on the value of the straw spreader as a means of restoring soil fertility. This new attachment by the Deere organization should command a ready sale in the Canadian West, as it saves the farmer the expenditure necessary for a regular straw spreader, and is simply a handy adjunct to that greatest of all labor-savers, the modern manure spreader.

Cordage Co. Holds Annual Meeting

The shareholders of the Plymouth Cordage Co. held their annual meeting recently at Boston, Mass. Gross sales of rope and binder twine for the fiscal year were reported to amount to $22,000,000, compared with $11,300,000 for the previous year. No statement regarding net profits was shown, but it was reported that the increase in business was more the result of higher prices than in an increased tonnage from the plant.

Hail Insurance in Saskatchewan

The Municipal Hail Association in Saskatchewan expects to have a surplus of between $50,000 and $75,000 this year after paying all claims, which up to the end of September amounted to over $826,000. Over 5,000 claims were received this year, as compared with 11,000 claims in 1916. The approximate net revenue for 1917 will be $930,000. The hail losses in 1916 amounted to $3,600,000.

Mr. DEALER
Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

GET HIS PRICES BEFORE YOU ORDER

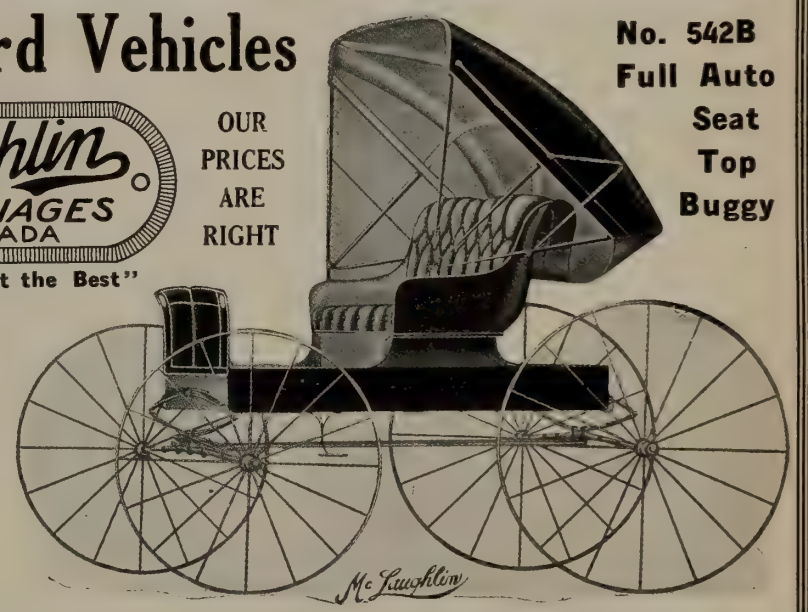
Brandon Pump & Windmill Works
BRANDON **MAN.**

Canada's Standard Vehicles

Look Into Our Contract

McLaughlin CARRIAGES
BROCKVILLE CANADA
"One Grade Only, and that the Best"

OUR PRICES ARE RIGHT



No. 542B Full Auto Seat Top Buggy

When you sell the No. 542B you have a line that adds prestige and profits to your business. The demand for the BEST in vehicle construction, materials and finish is steadily increasing, and for years McLaughlin Vehicles have been pre-eminent in Quality, Price and Service. Let us mail you full particulars.

LEADERS IN STYLE, QUALITY, DURABILITY, REPUTATION

ASK FOR OUR NEW CATALOGUES

No. 34 FORE-DOOR CUTTER

Dealers who handle the No.34 are enthusiastic boosters for cutter business. We have built the best we know how into these cutters. They are invariably the choice of the discriminating customer. This will be a big sleigh season, and we advise you to send your specifications early. Our prices and latest literature are yours for the asking.

GET OUR SPECIAL CUTTER OFFER

The Canada Carriage Company, Limited
156 Princess Street :: Winnipeg, Man.
Stocks Carried at: WINNIPEG SASKATOON MOOSE JAW CALGARY EDMONTON

Closing Sales Satisfactorily

By W. KEDDELL, Sales Manager, Renfrew Machinery Co.

Being able to profit by our mistakes when we do make them and turn the knowledge thereby gained to future advantage is one of the most valuable aids to success in salesmanship.

In approaching a prospect your success depends on how you open up on him. Nor can you lay down a law on the subject that will apply equally to all cases. In every sale you make—or lose—you will use a different method. The underlying principles of your approach, argument and closer, may be alike, but you will never use the same combination or apply those principles in identically the same manner in every case. The successful approach means, in every case, half the battle, if you follow it up right.

Some men have the happy knack of winning a prospect's confidence and attention without any effort; for others, it is a real ordeal to approach another man and introduce the subject of the visit; although it frequently happens that once the ice is broken, the man who is the most diffident in approach puts up the best arguments afterwards, and is more successful in the long run.

Every successful implement dealer can recall instances in his experience where, had he limited his efforts to one single interview, the business he ultimately secured on a later visit would never have been his. That agent would know by experience that a prospect's promise to buy "when ready" is worthless in most cases unless the dealer himself sees to it that the promise is fulfilled in due time. The prospect will not wilfully break his promise, but if the salesman is not in close touch with him when the time comes that he is "ready"—and the opposition man is—well, the opposition man generally has an easy time closing the deal.

Selling Dairy Lines

Lines such as cream separators cannot be sold in the same way that staple goods are sold. The agent selling separators and scales has to create the demand by his arguments, coupled with a demonstration of the goods he is selling. The chief reason for this is because custom has established that method; the average farmer expects it. The need of a good separator is rarely brought to his mind so pointedly as would be the need of a new plow or other farm implement for the reason that his work does not, as a rule, bring him closely in contact with the dairy work; that falls to the lot of the woman folk, and though they may protest against the use of the old separator any longer, the farmer will likely not act until the question is forcibly raised by some dealer who is on his job.

With gas engines it is different, they are too bulky to carry as samples; the farmer knows this, so he doesn't expect the dealer to walk into his place and demonstrate with an engine. He is satisfied to buy from the catalogue, but it is up to the dealer to convince him that the engine he is selling is built right for economy of service and durability; once convinced on that score and that an engine will be of real use to him, it isn't hard to get his order.

Many sales are lost through over anxiousness on the salesman's part or over-readiness to make promises that the customer knows there is a small likelihood of fulfilling, as many are lost because the dealer does not realize that the time has come to quit talking machine and talk settlement; he passes the critical point, talks himself out, and has to withdraw gracefully or otherwise according to the way he is constituted.

But when the dealer succeeds in escaping all these pitfalls for the unwary and brings his sale to a successful conclusion, there is still something to guard against. He must not be in an indecent hurry to rush away with the settlement for fear the customer will change his mind and cancel the deal. If a salesman has that feeling, and gets out leaving a kind of strained silence behind when Mrs. Farmer looks at her husband, and the latter stands around feeling that he has been got the better of in some way that he cannot express in words, it is a sure thing that that sale was made in the wrong way. There are two ways of selling, but the right way is the only way that increases your prestige.

New Tractor Plant

Henry Ford & Son, Detroit, Mich., have made contracts for the erection of a large plant, which it is reported will represent an investment of twenty million dollars. Part of the plant will be devoted to tractor manufacture and the remainder as a steel foundry for the Ford Motor Co.

Someone has well said that in prosperous times advertising is an opportunity for the retail merchant, and in hard times it is a necessity.

EASTERN CANADA EXCURSIONS 1917

VIA
Canadian Northern
ALL THE WAY
VERY LOW FARES

FIRST-CLASS TICKETS LIBERAL STOP-OVERS

DECEMBER 1st to 31st, 1917

Good to Return Any Time Within Three Months

Excellent Service Through Tourist Cars

FROM EDMONTON, CALGARY, SASKATOON, PRINCE ALBERT, REGINA, BRANDON, WINNIPEG TO TORONTO AND OTHER EASTERN POINTS.

ELECTRIC LIGHTED, NEW WITH ALL THE LATEST IMPROVEMENTS, STANDARD ELECTRIC LIGHTED TRAINS. THE BEST OF STANDARD SLEEPERS.

COMPARTMENT OBSERVATION CARS

The Canadian Northern will offer many privileges in connection with these December excursions that it is possible to procure only during the festive season. Every allowance is made for the past long absence from the family and friends, and everything possible is done to make up an atmosphere to correspond with the big holiday spirit.

ASK ANY AGENT FOR 1917 EASTERN CANADA PAMPHLET

FOR INFORMATION ABOUT TRAIN SERVICE AND FARES WRITE **R. CREELMAN**, General Passenger Agent WINNIPEG

A. BROSTEDT, D.F. & P.A., Canadian Northern Railway, Vancouver, B.C.

J. MADILL, D.P.A., Canadian Northern Railway, Edmonton, Alta.

W. STAPLETON, D.P.A., Canadian Northern Railway, Saskatoon, Sask.

Freight Rate Increase Opposed

In a recent meeting held by the Board of Railway Commissioners at Winnipeg, the increase in freight rates were strenuously opposed by shippers, manufacturers, farmers and public bodies.

For the C.P.R., W. B. Lanigan claimed that the increase was justifiable as it hitherto had been below normal because of the water rate competition on the great lakes. The companies merely wished to restore the rate to normal. A representative of the Winnipeg Board of Trade claimed that the movement was an organized effort on the part of the railway concerns to get an increase in freight rates, which would mean an additional burden to the West. The Western consumer must inevitably suffer by the increase.

On instruction from the provincial government, Isaac Pitblado, K.C., appeared on behalf of the general consumer, and severely criticized the reasons alleged to justify the increase. Representatives of the Canadian Manufacturers' Association, the Canadian Council of Agriculture and the Grain Growers also lodged protests. The railroads' representative admitted that the roads showed a decreased operating expense, but stated that this was due to labor shortage. Judgment on the hearing was reserved.

An Interesting House Organ

We recently received from the John Lauson Mfg. Co., New Holstein, Wis., the latest copy of the Lauson Power Magazine, a publication devoted to Lauson engines and power subjects generally. This interesting booklet can be obtained by interested dealers who care to write the above company.

The Dealer and Tractor Sales

In his annual address to the National Federation of Implement Dealers, Secretary H. J. Hodge maintained that many dealers did not as yet realize the magnitude of the tractor industry. While many men had equipped themselves to get the tractor business, too many were letting tractor business drift away.

No man should admit that the motor car dealer is the ideal tractor dealer, or that an entirely new dealer will be developed, one whose line is automobiles, tractors and power farming machinery exclusively. Mr. Hodge said, however, that the kind of agent who gave trouble was the one who needed a tractor and plow for his own use and secured a contract with some manufacturer for same and thereafter enjoyed the privilege of purchasing all of the cultivators, harrows and other farm equipment which he and his relatives needed for their own use at wholesale prices. I believe, said he, that while it is true that all implement dealers have not taken on the sale of tractors, enough have done so to demonstrate that they are entitled to the business. The business is ours and we should endeavor to hold it, not only on account of tractor sales alone, but the power farming tools that go with it.

In a resolution passed by the convention, it was stated that the dealers felt justified in again strenuously urging the advocacy of the sale of tractors and the carrying in stock of at least a sample machine by the retail dealer, and it was further suggested that the subject be made a prominent feature of all convention programs, laying particular stress on the retention of the sale in the hands of the retail dealers.

Twine Trade in Russia

It is computed that approximately 30,000,000 pounds of binder twine was used annually in Russia before the war. It is also estimated that 95 per cent of the binder twine used in Russia is made of sisal.

The consumption of binder twine probably will not be augmented during the war. The increase after the war will depend on the extent of the slow but certain increase in the use of automatic harvesting machinery, which it is impossible to forecast definitely.

It is estimated that there are 120,000 harvesters in Russia, of which 100,000 are of American make. A large importer states that 85 per cent of all the imported binder twine used in Russia is of American origin. England and Germany did a small twine trade previous to the war. The duty on manila or sisal is almost 55 cents per 36 pounds, plus 10 per cent, but it enters duty free until the end of this year

Nineteen-Eighteen is only six months off. Let's make the best of what is left of Nineteen-Seventeen.

BUILD CONCRETE SILOS

Dwellings or any class of buildings from Concrete Blocks.

THE LONDON ADJUSTABLE BLOCK MACHINE makes all sizes and designs of Concrete Blocks. Price $65. Send for Catalog No. 3

Agents Wanted in all Unoccupied Territory

LONDON CONCRETE MACHINERY CO.

Dept. K, LONDON, ONTARIO.

World's Largest Manufacturers of Concrete Machinery.

AS A PROFITABLE SELLING PROPOSITION, INVESTIGATE THE CANADIAN

SPECIAL FEATURES:

The longest stroke small motor

The highest powered small car

BRISCOE $925 FULLY EQUIPPED

THE CAR WITH THE HALF MILLION DOLLAR MOTOR

SPECIAL FEATURES:

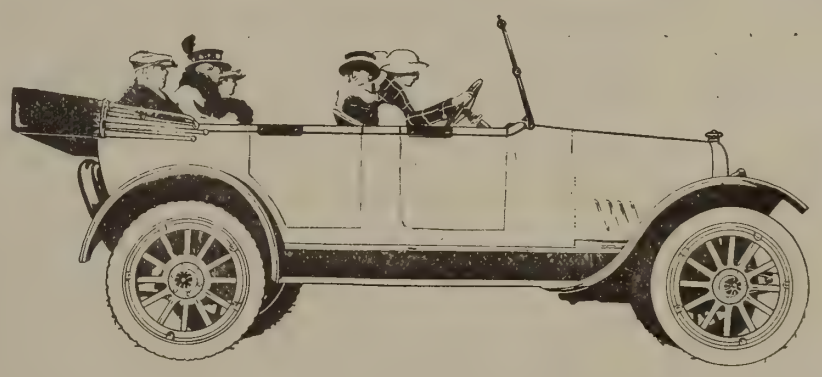
The smallest quantity of gasoline per mile of any car

The most economical car made on tires

5-Passenger Touring

$935.00

F.O.B. Brockville, Ontario



4-Passenger Roadster

$935.00

F.O.B. Brockville, Ontario

The dealer who represents the Canadian Briscoe in any territory has a line that sells easily, and when sold, stays sold. Sales profits are not absorbed by heavy service expense. We have built the Briscoe so well that this is unnecessary. We have a very attractive proposition to the best dealers in districts where we are not represented. Our offer will mean bigger business for you in 1918. Why not get full particulars? Investigation will cost you nothing. Write us to-day.

This car with its Half Million Dollar Motor, 4-cyl., cast en bloc, 3 3-16 x 5⅛, is unlike any other light-weight four produced in the Dominion. All bearings are babbitt-lined, bronze steel type. Starting, lighting and ignition are the famous double unit type. Cooling—Thermo-syphon with high cellular radiator. Gear shift lever in center of driving compartment. Wheelbase, 105 inches; standard tread. Floating type rear axle on Hyatt bearings. Long, sweeping, Briscoe line bodies; low all-steel chassis of exceptional strength. Exterior handsomely finished and appointed.

Equipment includes: Two electric headlights with dimmers; dash lamp; storage battery; electric tail light; license bracket; robe rail; electric horn; one-man top with envelope and adjustable storm curtains; speedometer; tire carrier; extra demountable rim; oil and gasoline gauges; current meter; pump, jack and tool outfit.

LET US TELL YOU WHAT THE BRISCOE OFFERS DEALERS

Distributors for Manitoba:
ELGIN MOTOR CAR SALES CO.
417 Portage Ave., Winnipeg.

Distributors for Saskatchewan:
AUTO SERVICE CO., LIMITED
Regina and Saskatoon.

The Canadian Briscoe Motor Co., Ltd.
BROCKVILLE, ONTARIO

Tractor Farming in France

In France the available amount of labor has been greatly reduced owing to the war, while the losses of horses and oxen have been enormous. It is estimated that there are now about 1,000 tractors in France, about half of which are owned by the government.

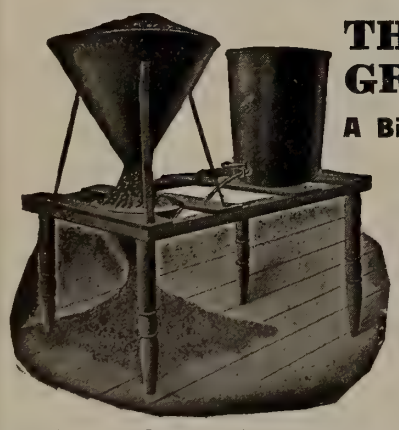
A 10-20 H.P. Titan Tractor Harvesting in the West of France—Note German Prisoners

During the next four or five years it is estimated that France will require from 17,000 to 20,000 tractors, and at the present there is a shortage of two hundred thousand farm laborers. The only solution to France's agricultural problems lies in the tractor, and in this connection American tractors can, and will, do much for our brave Allies.

We reproduce herewith a photograph taken during the recent harvest in France, kindly forwarded us by our old friend, J. C. Hyndman, manager of the Compagnie Internationale de Machines Agricoles de France, located at Nantes. This concern handles Mogul and Titan tractors and Champion, Deering, Osborne and Plano harvesters. The photograph was taken on the large farm of M. Leon Charpentier, of Treuillault, in the west of France. A 10-20 h.p. Titan tractor is pulling three binders, beyond which stretch the peaceful rural landscape, so great a contrast to the ravaged northern districts of beautiful France. Mr. Hyndman is sitting upon the second binder, while on the binder immediately behind the tractor, and standing between it and the Titan, are German prisoners.

How about sleigh sales?

The Two Best Picklers on the Market—



THE AUTOMATIC GRAIN PICKLER

A Big Opportunity for the Dealer

This is the only machine of its kind in use. Handles grain at the rate of 135 bushels per hour. Light in weight. Perfect in action. Fully guaranteed. Substantially built. Thoroughly soaks, turns over and treats the grain.

GET THE AGENCY FOR THESE MACHINES—NOW

The Lincoln Smut Cleaner— a Perfect Pickling Machine

No. 3 machine handles 30-50 bushels per hour; No. 4 50-75 bushels. Sold on a positive guarantee to prevent smut.

This machine separates smut balls, wild oats, king heads, and all light seeds from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer is an exclusive feature. Strong, heavy construction. Rustless solution tanks of large capacity.

MADE IN TWO SIZES:

Write for Prices and Full Particulars

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST., WINNIPEG, MAN.

Tractor Attachment Men Hold Meeting

Representatives of the tractor attachment manufacturers in the United States met in Chicago on October 8th, when a permanent organization was formed, to be known as the National Tractor Attachment Association. The following officers were elected: President, J. H. Palmer, Farm Tractor Co., Fond du Lac, Wisconsin; vice-president, V. P. Wilkins, Uni-Tractor Co., Chicago; secretary and treasurer, Fred M. Loomis. A committee was instructed to prepare by-laws for report to the next regular meeting to be held in Chicago early in November.

The manufacturers of tractor attachments who attended were of the opinion that the organization could do much along educational lines to bring before the public the fact that the tractor attachment is an agricultural necessity which will meet the needs of a very great number of farmers all over America, who are not in a position to invest in tractors. A campaign of education along these lines will be taken up to show the average farmer how he can economically and efficiently use his available power—the automobile—by means of the tractor attachment. Among those present were representatives from the following tractor attachment manufacturing concerns:

Curtis Form-a-Tractor Co., Chicago; Farm Tractor Co., Fond du Lac, Wis.; Uni-Tractor Co., Chicago; Pullford Co., Quincy; Geneva Tractor Co., Geneva, Ohio; 3-P. Auto Tractor Co., Davenport, Ia.; Smith Form-a-Tractor Co., Chicago; Hyatt Roller Bearing Co., Chicago.

Scottish Opinion on Tractor Requirements

In a report to the northern district agricultural committee in Great Britain, L. Davidson, Cullen, Scotland, one of the pioneer tractor users in that country, states that in Scotland it is very difficult to choose a tractor as conditions vary so much in different localities. He states that by tractor literature it seems an easy job to get a tractor that will efficiently plow an acre an hour on 2½ to 3 gallons of paraffin. In Banffshire, states this writer, an average of 4½ acres per working day, at a cost of 4½ gallons of paraffin (coal oil) per acre is as much as one can expect to get.

A good offer is made by this tractor enthusiast, as in his report he says: "In am very willing to give a prize of £250 (roughly $1,212.50—Ed.) for any machine that does this in this district over the next season, as it would completely outclass horse plowing."

The choice of machines for Scottish use, says this farmer, is possible from three classes: (a) combined motor and plow; (b) tractor as a separate unit; (c) caterpillar type.

Types Suggested

In purchasing a fleet of six machines, this agricultural expert advises as follows: He says—

"I would order three 20 h.p. Titans, which are, I understand, available, and which are a fair type of the American tractor, and suitable for the work.

"I would order either a Brantford Cleveland tractor, running on chains (caterpillar type—Ed.) (a very clever American machine), paraffin driven; or a Martin's plow and tractor, also running on chains, and British built. These two machines are carried like Tanks. Martin's plow is petrol driven.

"An Avery 18 h.p. tractor; or an Overtime, which has done good work in Perth district, and for the last machine, I would order

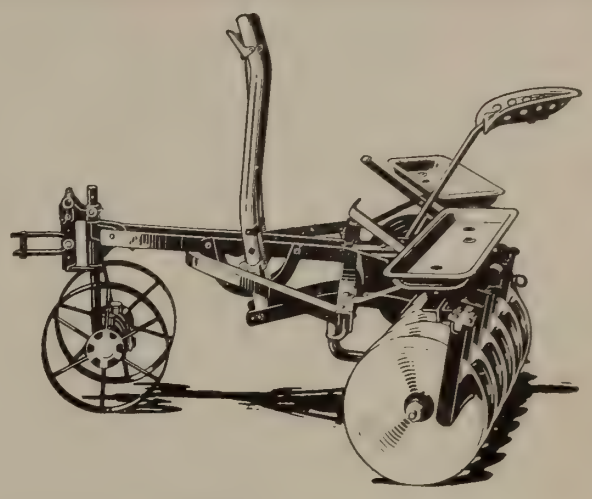
"A Whiting Bull; or an Ivel-Hart tractor."

Of the above machines, the Titan, Cleveland and Avery tractors are well known in this country. The "Overtime" mentioned is the "Waterloo Boy" under its British cognomen. The "Whiting" Bull is the Bull tractor made in America, and the Ivel-Hart an English made tractor. Evidently the American-made tractors have been giving good satisfaction. It may interest tractor manufacturers on this side of the Atlantic to know that accurate records are being kept in each of the agricultural districts in Great Britain of the work done by each tractor, and the fuel consumption. There is little doubt that the machines that prove most efficient will command the biggest sales in Great Britain.

At present prices no farmer can afford to use binder twine as suspenders.

GET TILLAGE BUSINESS WITH LESS WORK

Sell The DEERING Line



Disk Harrows--Spring-tooth Harrows--Smoothing Harrows
Cultivators--Scufflers--Land Packers--Drills

The DEERING Tillage Line Sells Easily Because:

The line is complete. **You can suit every customer**
It is well and favorably known **The implements all do good work**
Every machine is built to last **We advertise widely in the selling season**

For these reasons you can get more tillage business with less work when you sell the **Deering** line. Next time you see him ask the blockman about our tillage sales plan that moves the machines for our dealers, or write the branch house to have the blockman call.

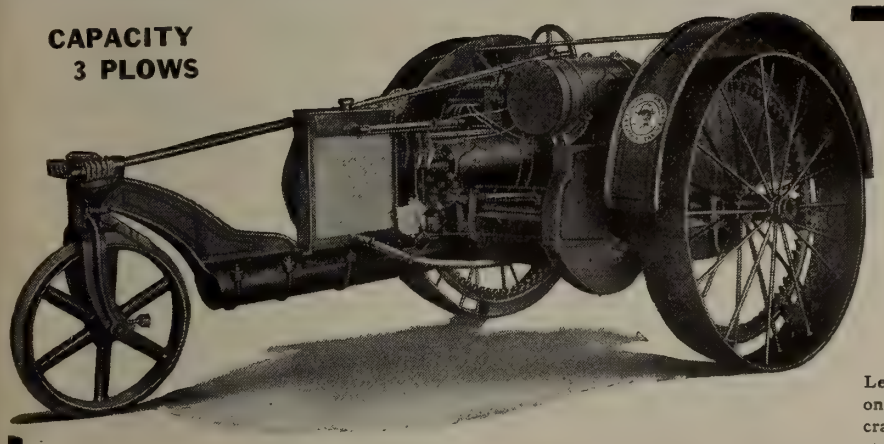
International Harvester Company of Canada, Limited

BRANCH HOUSES

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

CAPACITY 3 PLOWS



Happy Farmer Tractors

"The Machine Guns that will Win the War"

"The Engine is the Heart of the Tractor"

All right, we'll put it up to the Engine of the 12-24 H.P.

THE HAPPY FARMER TRACTOR CO.

Study This Wonderful Twin-Cylinder Motor

The Happy Farmer Engine burns kerosene or distillate perfectly without a water feed. Leaves no trail of smoke or carbon in the cylinders. Gives 24 h.p. on belt at 750 r.p.m., 12 h.p. on drawbar at about 2¾ m.p.h. Twin cyl. horizontal, cast en bloc design, 4-cycle. Die cast crankshaft and connecting rod bearings, molded into metal backs. Crank: tough high carbon steel 2½in. dia. Large water-jackets completely cover cylinders and valve seats, giving even temperature and no warping of valves. Cylinder head easily removable. Overhead valves 2⅝in. dia., very accessible for grinding. No pipes or manifolds—a special Happy Farmer feature. Cooling System—circulating pump, large capacity radiator and ball bearing fan. Oiling System—Madison Kipp oiler; one lead running to each cylinder, main bearing and connecting rod. Accurate oil-feed to each unit in motor, transmission and gears. Ignition—Atwater-Kent, automatic retard and advance. Flyball governor is readily adjusted so that any desired speed, from 400 to 800 r.p.m. can be procured. Lower motor easily accessible for inspection and readjustment of bearings; 220 lb. flywheel slows down gradually; ideal for belt work where load varies as in threshing separator. Special tractor kerosene carburetor; three-point engine suspension; 13 x 2 in. band contracting clutch. Pulley 11 x 6 in. face; silent muffler integral with frame. Fuel capacity; kerosene 11 gallons; gasoline 2 gallons; water 9 gallons. Throughout the design and materials are superior to those found in any other tractor at anywhere near the price.

The TRACTOR That Will Put a New Punch Into Your Business

Right now is the time to secure the contract for 1918 business. The Happy Farmer yields good profits to live dealers. We want the best dealer in every community. If that is YOU, write us to-day. We have an offer you will appreciate.

Good stock on hand. Prompt shipment guaranteed. We also handle Huber Separators and power-lift Engine Plows. Get our Literature and Prices.

J. D. ADSHEAD COMPANY, LIMITED

References: Bank of Montreal

225 CURRY BLOCK (OPPOSITE POST OFFICE) WINNIPEG, MAN.

The Happy Farmer Has

Perfect burning of Kerosene
Simplicity, Strength, Lightness
Self-guiding—without attachments
Surplus power—Easy to get at
Ability to work well on side hills
To work on hard and soft ground
To turn short, either right or left
To handle all farm belt work
To sell at a reasonable price.

What Really Counts

National Federation held Annual Convention

On October 9th, 10th and 11th the National Federation of Implement and Vehicle Dealers' Associations held its eighteenth annual convention in Chicago. Representatives were present from implement dealers associations in twenty states. Clear throughout the three days duration of the convention the keynote was patriotism and the desire by the dealers to do everything in their power to win the war. In an inspiring address President C. M. Johnson spoke on community building, eulogizing those farm publications which work for the furtherance of community trading. All retail dealers were advised to work for the welfare of their town and territory.

In talking on present business conditions, President Johnson said: "Volume is cut down on regular lines, the farmer repairs and runs his old machine until worn out. This gives the dealer a boost to improve repair service; the manufacturer puts us in badly by revising repair prices, sending no new lists and cutting off discounts. It is up to the dealer without the manufacturers' co-operation to redouble his efforts to give the farmer prompt and efficient service on repairs. It would be well to explain fully to the farmer where to put the blame for prices and where advisable dealers should handle repairs at little or no profit, but show the value of service."

Comment was also made by the president on the various movements for the betterment of the retail implement trade made by the federation during the year.

In his report Secretary H. J. Hodge congratulated the dealers upon the fact that the business had come nearer a cash basis than ever was thought possible. Shorter terms and more liberal cash discounts, coupled with the splendid prices farmers have been getting for their produce, has helped place the implement business upon a very substantial basis. The secretary also spoke at considerable length on increased crop production, the inadequate profits in the repair business owing to the prices set by the manufacturers and concerning the rapid advances in price that have been made.

The senate report on the sisal fibre situation was also given due attention, it being considered that the government should be urged to fight the sisal fibre monopoly. Standardization, community development, exhibits at fairs, freight classifications, and other matters were dealt with by the secretary.

Report on Repairs

A committee on repair business made a report in which it was stated that manufacturers should have full repair stocks and that reasonable retail prices would result in increased business to both manufacturer and dealer. Dealers should be consulted as to the retail sale price of repairs, while a fair discount basis should be arrived at. Parts, said the committee, should be more distinctly stamped so as to facilitate their handling, while packing methods could be improved upon. The main requirements of the U.S. dealers as regards repair parts are evidently a reasonable list price, and an adequate discount.

Considerable discussion took place on the tractor trade, it being the concensus of opinion that the implement dealer must handle this class of machine as the tractor is here to stay. Dealers were of the opinion that if this branch of the trade were neglected it would drift into the hands of the automobile dealers, who made strong claims that they were the ideal source through which tractors should be distributed.

The Dealers and Distribution

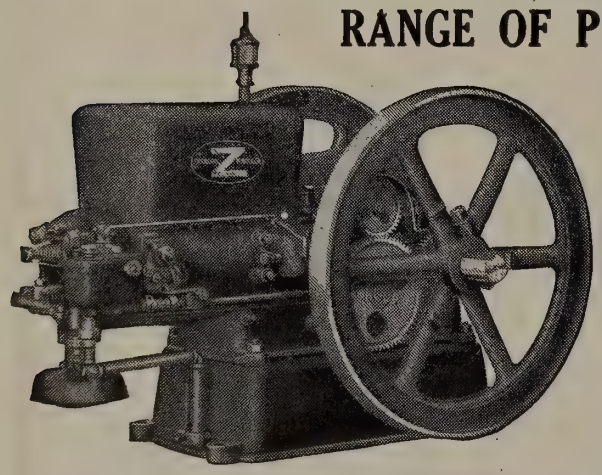
In their report the committee on distribution advised early buying of stocks and shipment of farm equipment in sufficient quantities to supply normal demands. The committee reported that careful comparison of prices showed that the differences in quotations by manufacturers on similar goods was accounted for in large measure by the fluctuations in the material market, the uncertainty of material supply and the methods of distribution adopted by the various manufacturers. It was the privilege of the dealer to buy at the lowest price obtainable, but loyal support should be given those manufacturers who in the past had never failed to recognize the retail dealer as a necessity in the chain of distribution.

Resolutions were passed on winning the war, greater crop production, standardization, changes in terms, the sisal fibre situation, freight, tractors, the repair business, early contracts and early shipments, better business accounting, community development, the trade press and other pertinent matters. The following were elected officers for the ensuing term: President, W. L. Derry, Vermont, Ill.; vice-president, T. J. Turley, Owensboro, Ky.; secretary-treasurer, H. J. Hodge, Abilene, Kan.

PRICE—PROFIT—SALES-BACKING

RANGE OF POWER—MECHANICAL EXCELLENCE

Every Factor That Builds Sales



FAIRBANKS-MORSE

New Type "Z"

FARM ENGINES

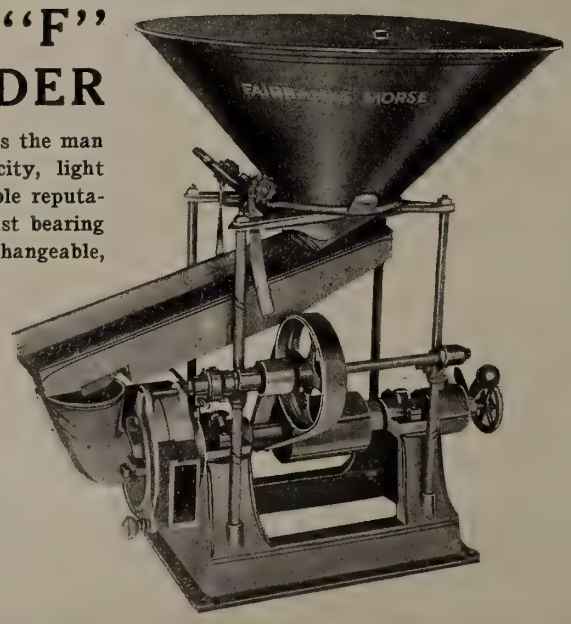
1½, 3, 6 and 10 Horsepower

EVERY FARMER IS YOUR PROSPECT

The dealer who sells Type "Z" Engines will swell his profits this winter. Now is the time to get in line, for in the months ahead you can sell a lot of these quality engines, and make a good profit on each. The Type "Z" uses kerosene and other cheap fuels as well as gasoline. It is not a gasoline engine with kerosene attachment, but a specially designed oil engine. Gives maximum power under any load, and starts easily in the coldest weather. Built-in magneto; throttling governor; pump fuel feed. Very economical in fuel consumption; few adjustments needed on the Type "Z". The materials, design and finish throughout can be found on no other engine at anywhere near the price. And we co-operate with our dealers. Our advertising directs the farmer to your store. Think what the Type "Z" will mean to your engine business. Write for our special bulletin and liberal agency offer. It will pay you.

When it comes to FEED GRINDERS, no Dealer can afford to Overlook the Type "F"

LOW-DOWN PLATE GRINDER



There's lots of competition in the grinder business, but little of it bothers the man who sells the Fairbanks-Morse Type "F" Grinder. For large capacity, light running qualities and perfection of work, these machines have an enviable reputation. Enclosed, flat reversible plates, absolutely self-aligning. Ball thrust bearing prevents heating. Direct drive gives light draft. Plates are interchangeable, and fineness of work can be regulated to a remarkable degree. Heavy drive shaft, with large surface, well lubricated bearings give strength and low power consumption. Made in sizes: 6, 7, 8 and 10 inches. Capacities: 15 to 50 bushels per hour. Baggers can be supplied for all sizes. Let us tell you about this big selling machine that will double your grinder business this year. Ask for full details—to-day.

The Canadian Fairbanks-Morse Company, Limited

SASKATOON WINNIPEG CALGARY

Fifty Years of Buggy Development

From 1868 to 1918 is a long time in the life of a man or a company, and in the buggy industry there have been many changes in that time. The coming year sees the fiftieth anniversary of Brockville buggies, and it is singularly appropriate that the Canada Carriage Co., Brockville, Ont., should upon that occasion issue a golden anniversary catalogue of Brockville buggies.

In a foreword to this publication, President T. J. Storey gives an interesting review of the development of the Canada Carriage Co. from its incorporation in 1892 to the present time. The following are the main features in every buggy shown in this jubilee catalog:

"A" grade wheels; 5-16 tires; full wrought iron circle; parallel reach gear; whalebone split hickory reaches and heavy steel channel reach plates; heavy panel plugless body; large collar axles, fitted with carbon steel piston rings; patent truss shaft irons with wrought Y-brace; long open head oil tempered springs; dash braces; specially selected highest grade XXX hickory shafts, also levered top with reinforced back joints and heavy duck back rubber.

A large variety of auto seats for Brockville buggies are illustrated, also tops and dashes. The constructional details of wheels, bow sockets, bodies, shafts, seats and bodies, also axles, are fully illustrated and described. In the 116 pages of the catalog are complete specifications of the Brockville line, including buggies, runabouts, road wagons, top buggies, livery buggies, bike buggies, the line of auto seat auto top buggies being singularly complete. Jump seat buggies, surreys, concords, and an exceptionally large variety of road wagons of various types are also shown. Handy and spring wagons, democrats, mountain wagons, delivery wagons, laundry wagons and speed carts are also incorporated in the publication.

A special feature is the Brockville line of governess and pony carts, also express and baggage wagons, and the full Brockville line of short-turn trailers.

This jubilee catalog of Brockville vehicles should be of exceptional interest to every vehicle dealer. A copy may be obtained by interested dealers who will write the nearest branch of the Canada Carriage Co. at Winnipeg, Moose Jaw, Saskatoon, Edmonton or Calgary. Mention Canadian Farm Implements when writing.

Dealers' Associations in U.S. Will Hold Conventions

The various implement and vehicle dealers' associations in the United States are in a very flourishing condition. Following are a few of the convention dates set for the near future:

Michigan Implement and Vehicle Dealers' Association, Saginaw, Mich., Nov. 13, 14 and 15.

Mid-West Implement Dealers' Association, Omaha, Neb., No. 21, 22 and 23.

Iowa Implement Dealers' Association, Des Moines, Ia., Dec. 3, 4, 5 and 6.

Oklahoma Hardware and Implement Association, Oklahoma City, Okla., Dec. 4, 5, and 6.

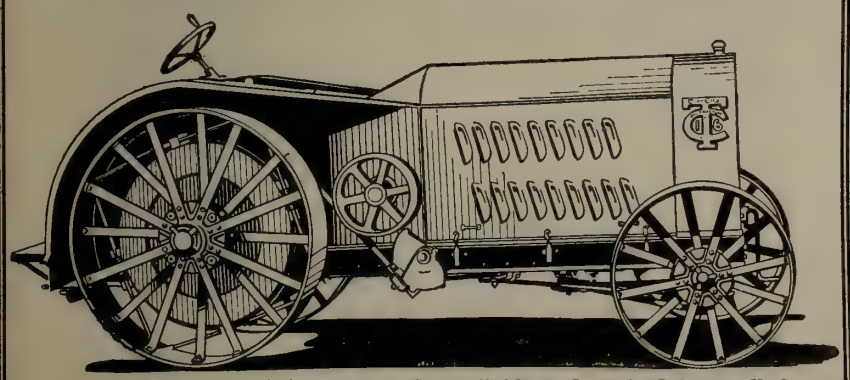
South Dakota Implement Dealers' Association, Sioux Falls, S.D., Dec. 4, 5, and 6.

Wisconsin, Implement and Vehicle Association, Milwaukee, Wis., Dec. 12, 13 and 14.

Illinois Implement and Vehicle Dealers' Association, Peoria, Ill., Dec. 11, 12 and 13.

Now the "TWIN CITY" Line is Complete

THE TWIN CITY "16" IS THE LAST WORD IN LIGHT TRACTORS



The steady demand for a powerful, reliable and up-to-date small farm tractor has been fully met in the New Twin City "16." The result of years of experience and experiment by the manufacturers of the famous Twin City line. Embodies all recognized tractor improvements; trim, compact construction; powerful and smooth in action, owing to coiled springs over both front and rear axles that absorb all shocks. No tractor is more completely protected from dust or dirt, or has a better system of lubrication.

Dealers: Investigate the Twin City "16"

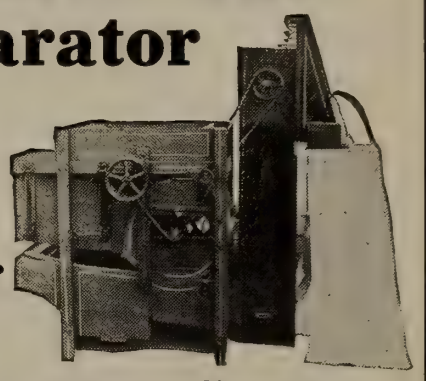
Four cylinder cast en bloc engine, 5x7½ inches, developing 16 tractor H.P. and 30 H.P. on belt. Runs on gasoline, kerosene or distillate. Hyatt heavy duty Roller Bearings throughout. Two speeds forward and one reverse. Double drive on two 4 ft. 6 in. x 14 in. rear wheels; 7 inch extension rims are supplied if required. Final drive is completely enclosed. Tubular type radiator. Extra strong steel frame. Special kerosene vaporizer with vacuum fuel supply. Belt pulley 8x17 inches, running at 470 R.P.M. Simple and accessible design throughout. Total weight 7,500 lbs. Ask us for full specifications.

Write for Literature, Prices and Full Particulars on the Twin City "16," also our 25, 40 and 60 Drawbar H.P. Engines

Minneapolis Steel & Machinery Co. of Canada, Limited
923 LOGAN AVENUE WEST WINNIPEG

The New Chatham Fanning Mill and Grain Separator

The Standard Mill in both Canada and the United States for Forty Years

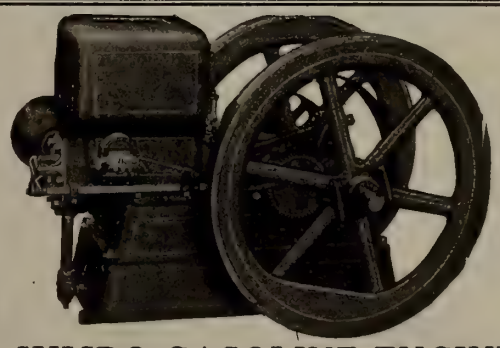


Turns Easier Makes More Wind Cleans Better
and retains the same sturdy construction that has made the Chatham famous

"THE BEST IS CHEAPEST IN THE END"
"THEY LAST LONGER"

WRITE FOR ILLUSTRATED CATALOGUE

GRAY-CAMPBELL, LIMITED
MOOSE JAW, SASK.



JUMBO GASOLINE ENGINES

Increase Winter Trade for Dealers

Made in Sizes: 1½, 2½, 4½ and 6 H.P.

Powerful, reliable, serviceable. On skids, strong iron sub-base or trucks; make-and-break ignition; battery or magneto. At an additional cost our 2½, 4½ and 6 h.p. engines can be supplied in the throttling governor type for burning kerosene as well as gasoline. You can't sell a better engine.

LITTLE JUMBO FEED MILLS

Greater range of capacity than any other mill. Low power consumption. Fine adjustment. Grinds from 10 to 30 bushels per hour; 6-inch burrs; weight 90lbs. Steel and iron construction throughout. Get a stock and watch them sell.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.
Western Canadian Jobbers

Tudhope-Anderson Co., Limited
WINNIPEG REGINA SASKATOON CALGARY

Your Business Prosperity is closely related to the Success of

Canada's Victory Loan

YOUR business prospers because your customers,—farmers, mechanics, clerks, workmen and others—have plenty of money to spend. They have plenty of money to spend because business has been good.

And business has been good largely because of the millions upon millions of dollars spent by Great Britain for Canada's natural, agricultural and manufactured products.

But Great Britain needs credit, if she is to continue spending money in Canada. Otherwise she will buy where credit is available.

Canada's Victory Bonds are being sold to the people of Canada in order that the credits Great Britain requires may be established.

This money, loaned by the people of Canada, and re-loaned by Canada to Great Britain, will find its way back to the people of Canada.

The relation between your business prosperity and the success of Canada's Victory Loan is, therefore, very close indeed. In fact, your business cannot continue to prosper as it has been prospering, unless the issue of Canada's Victory Bonds is a complete success.

Canada's Victory Bonds, moreover, are an exceptionally good investment. They earn a good rate of interest; the principal is secured by the signed pledge of Canada backed by all the resources of Canada. Any bank will lend money upon their security alone. And the Bonds can be sold at any time.

INVEST YOUR MONEY IN CANADA'S VICTORY BONDS

And take every opportunity to explain to your customers how necessary the success of Canada's Victory Loan is to their own, and their country's prosperity.

It is the part of wisdom to do so because of the reasons given. And it is a patriotic duty because Canada needs money so that she may continue to provide her fighting forces with food, clothing and munitions necessary to keep on fighting shoulder to shoulder with Great Britain and the Allies until victorious peace is achieved.

Your Banker will help you to BUY CANADA'S VICTORY BONDS to the fullest possible extent.

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada.

52

News From the Factories

The Huber Manufacturing Company, Marion, Ohio, has received a war order for 6,000 tractors from Great Britain.

The International Harvester Company of Canada, Ltd., Hamilton, Ont., has increased its capital stock, according to a report, from $1,000,000 to $15,000,000.

The Massey-Harris Company, Ltd., it is reported, will build an addition to its plow plant at Brantford, Ont., the new erection to cost approximately $50,000.

The Minneapolis Steel & Machinery Co. has started work on an immense new machine shop at its plant in South Minneapolis in connection with its new war orders for the U.S. Government.

Henry Ford & Son, Dearborn, Mich., are now turning out 50 tractors a day for shipment to Europe. No attempt will be made to care for domestic business until the foreign contracts have been filled.

An order for $1,000,000 worth of gun carriages has been placed by the Government with the Emerson - Brantingham Implement Co., Rockford, Ill. The order will be filled at the Geiser plant of the company in Waynesboro, Pa.

The Cleveland Tractor Co., Cleveland, O., manufacturers of a light type caterpillar tractor, have increased the capital stock of the company from $600,000 to $6,000,000. It is understood that the additional capital will give the company a capacity of 8,000 tractors next year.

Plans to increase its tractor production from 75 to 100 machines a day are being made by the Waterloo Gasoline Engine Co., Waterloo, Ia. Since last April the company has been running behind on an average of 1,500 tractors. A new machine shop will be built to increase the output.

The Dunham Company, who have been established in Berea, Ohio, since 1859, on October 1st moved their general offices to the Hippodrome Building, Cleveland, Ohio. The object is to allow more room for manufacturing purposes. The company manufacture culti-packers, land rollers, pulverizers, packers, etc.

The plant of the Hart-Parr Co., at Charles City, Ia., was recently damaged by fire to an extent estimated at $250,000. The fire originated in the forging and boring plant, the principal loss being in equipment. Fifty lathes valued at $3,000 each were a total loss. It is stated that as the fire was in the munitions department, tractor output will not be delayed.

The output of the Rock Island Plow Co., Rock Island, Ill., on Heider tractors will be doubled upon completion of the erection of an addition to the tractor plant now under way. The present plant is 230 x 88 feet, while the new addition will be a one-storey brick building 230 x 66 feet. Heider tractors are handled in Western Canada by the Waterloo Mfg. Co., Portage la Prairie, Man.

Conference on Fibre Supply

During the second week in August, U.S. manufacturers of binder twine and rope were summoned to Washington to confer with the Food Administration concerning the supply of raw material. An authority on the twine business, Cordage Trade Journal, of New York, reports that a combined committee of rope and twine manufacturers was formed and definite recommendations made.

Our contemporary concludes that the object of the food administration is to influence the cost of binder twine to the farmer rather than to control fibre prices so as to influence rope cost. Mexican sisal fibre is now selling at the lowest price of any fibre ordinarily used for binder twine manufacture. Any reduction in the price of sisal, says this journal, without a corresponding decrease in the cost of manila fibre, would mean that a large amount of sisal would be used in the manufacture of rope and twine for bundling use. This would divert sisal fibre from the binder twine fibre market and might cause a reduction in the supply of material for twine. This would necessitate the substitution of higher priced raw material with a probable consequent advance in price of binder twine.

At present prices, the sisal material for 500 feet of binder twine costs 19¼ cents New York, while the material in 600 feet twine made of fair current manila fibre shows a cost of 20⅞ cents for 500 feet length. If manila is not decreased the probability is that sisal will be largely used as a substitute for manila in the production of twines other than binder.

Synopsis of Canadian North-West Land Regulations

THE sole head of a family, or any male over 18 years old, who was at the commencement of the present war, and has since continued to be, a British subject or a subject of an allied or neutral country, may homestead a quarter-section of available Dominion Land in Manitoba, Saskatchewan or Alberta. Applicant must appear in person at Dominion Lands Agency or Sub-Agency for District. Entry by proxy may be made on certain conditions. Duties—Six months residence upon and cultivation of land in each of three years.

In certain districts a homesteader may secure an adjoining quarter-section as pre-emption. Price $3.00 per acre. Duties—Reside six months in each of three years after earning homestead patent and cultivate 50 acres extra. May obtain pre-emption patent as soon as homestead patent on certain conditions.

A settler after obtaining homestead patent, if he cannot secure a pre-emption, may take a purchased homestead in certain districts. Price $3.00 per acre. Must reside six months in each of three years, cultivate 50 acres and erect a house worth $300.00.

Holders of entries may count time of employment as farm labourers in Canada during 1917, as residence duties under certain conditions.

When Dominion Lands are advertised or posted for entry, returned soldiers who have served overseas and have been honourably discharged, receive one day priority in applying for entry at local Agent's Office (but not Sub-Agency). Discharge papers must be presented to Agent.

W. W. CORY,
Deputy Minister of the Interior.

N.B.—Unauthorized publication of this advertisement will not be paid for.

PETERS PUMPS

Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1918

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "comeback." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peters Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

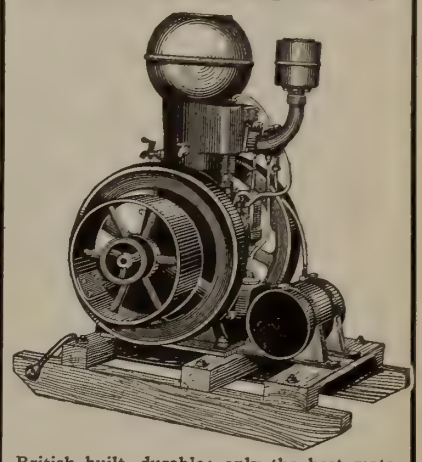
Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

The LISTER Line

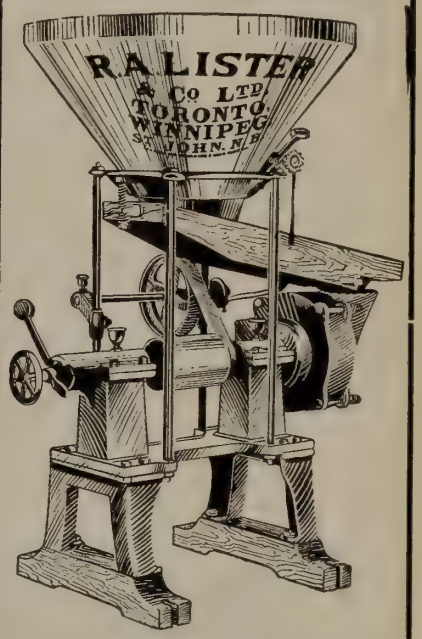
Means Profitable and Satisfactory Business the Year Around

LISTER ENGINES

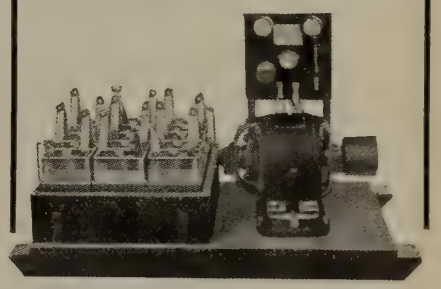


British built, durable; only the best materials. Shipped complete with skids. High tension ignition. Automatic lubrication. Made in 2, 3, 5, 7 and 9 h.p. sizes.

LISTER GRINDERS



Very large capacity; easy running. Fine adjustment. Strong reversible plates. Guaranteed to grind more feed on the same power than any grinder of the same size made. Sold with or without base.



LISTER STORAGE BATTERY ELECTIC LIGHTING PLANTS

Very simple design; battery, generator and switchboard assembled on one base. No complicated mechanism. Any one can run them. Your customer can use his own engine. Ask for full particulars and agency offer.

OUR LINE INCLUDES:

"Canuck" Gasoline Engines, Grain Grinders, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Sawing Outfits, Silos, Combination Threshers, Pumps, Pump Jacks, etc.

ASK US ABOUT ANY ITEM

R. A. Lister & Co. Ltd.

WINNIPEG

Toronto Quebec St. John

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

C.E.S., Sask.—A new plate holder for a No. 66 Letz feed mill can be obtained through the Cushman Motor Works of Canada, Winnipeg.

J.B.D., Sask.—There is only one concern in Winnipeg who handle waste paper, the Winnipeg Waste Paper Co. They pay only from $2.00 to $8.00 per ton, depending on whether paper is selected or mixed. At present this commodity is a drug on the market.

W.G.B., Sask.—The J. D. Adshead Co., Winnipeg, can supply you with J. I. Case plow repairs of all kinds. Write them.

J.E.A., Sask.—We believe that the engine with casting mark described is one produced by the Christensen Engineering Co., Milwaukee. Write them giving particulars of parts required.

C.B., Sask.—The "Columbian" plow is manufactured by the Oliver Plow Co., South Bend, Ind. As the I.H.C. represent this plow in Canada, repairs can most quickly be procured through their nearest branch house.

T.S.W., Man.—The No. 14 Giant Killer sweepmill is no longer manufactured. You might be able to get the necessary grinding rings by writing the Swift Mfg. Co., Waterloo, Ia.

H.L.Co., Man.—Part C4 is the outside coarse burr on a No. 13 feed mill made by Stover Mfg. Co., Freeport, Ill.

B. & Co., Man.—Hinman Milkers are not handled in the West. They are distributed in Canada by H. F. Bailey & Son, Galt, Ont.

W. J., Alta.—For repairs for Toronto feed grinders, write Foundry Products Ltd., Calgary.

P. & G., Sask.—Particulars and prices on concrete block making machines can be obtained from the London Concrete Machinery Co., London, Ont.

A.W., Man.—Grinders for sharpening feed cutter knives are made by Waterous Engine Works, Brantford, Ont., or the Luther Grinder Co., Milwaukee, Wis.

A.O., Man.—Grindstones are manufactured in Canada by the following concerns: Brantford Emery Wheel Co., Brantford, Ont.; W. R. Knowles Co., Clifton, N.B.; The Read Stone Co., Sackville, N.B., and Richards-Wilcox Canadian Co., London, Ont.

F.N.W., B.C.—Heavy chains such as you want are made by the following firms: Jenckes Machine Co., Sherbrooke, Que.; McKinnon Chain Co., St. Catherines, Ont.; Muskoka Foundry Co., Bracebridge, Ont., and Waterous Engine Works, Brantford, Ont.

W.O.M., Man.—We believe that the Bell feed cutter for which you require parts is that manufactured by B. Bell & Sons, Ltd., St. George, Ont. Write factory direct, as these machines are not handled by any concern in the West.

Meeting the Farm Demand For Pumps

A singularly attractive booklet was recently issued by Beatty Bros., Fergus, Ont., in which their line of domestic and stock pumps are described under the catchy heading of "7 pumps that take the place of 700." The Ready-to-Ship pumps produced by Beatty Bros. have built an enviable reputation during the past four years. The catalog just issued shows the popular line of seven well pumps, which, be it noted, are actually lower in price than similar pumps before the war. This, notwithstanding the fact that the average advance in the price of raw materials entering into the manufacture of these pumps is 176%. By standardizing their line of ready-to-ship pumps, Beatty Bros. have evidently struck upon an excellent method of building pumps that sell at a reasonable price.

The pumps described and illustrated in this catalog are not handled by any jobber or mail order concern. They are sold to the trade only, says the catalog. Nos. 1 and 2 are low cost pumps for domestic use, with six and seven inch stroke. These are especially suitable for the farm home. No. 3 is a high-grade domestic pump with an adjustable stroke, and can be used by hand or windmill. Nos. 4, A and B are deep well pumps, with a choice of cylinders, and six or eight inch stroke. No. 5 is a large capacity stock pump, with 6, 8 or 10 inch stroke, delivering 1,500 to 1,800 gallons per hour. It is especially adaptable to different depth of wells and is in strong demand. No. 6 is a two-way above-ground delivery pump for deep or shallow wells, suitable for hand, windmill and engine power, while No. 7 is also a two-way delivery pump, with one delivery below frost line and air-tight stand.

Various types of B.T. read-to-ship pump standards are also illustrated and described in this complete catalog, while excellent sectional illustrations are given of cylinders, valves, plungers and cylinder assembly. Both iron and brass types are shown. Throughout this booklet is gotten up with the high class of printing inseparable from B.T. publicity. It should form a very useful reference book for the implement dealer's files, and may be obtained by writing Beatty Bros. Co., at Winnipeg or Edmonton. Mention Canadian Farm Implements when writing.

Experience is perhaps the highest-priced commodity on the market.

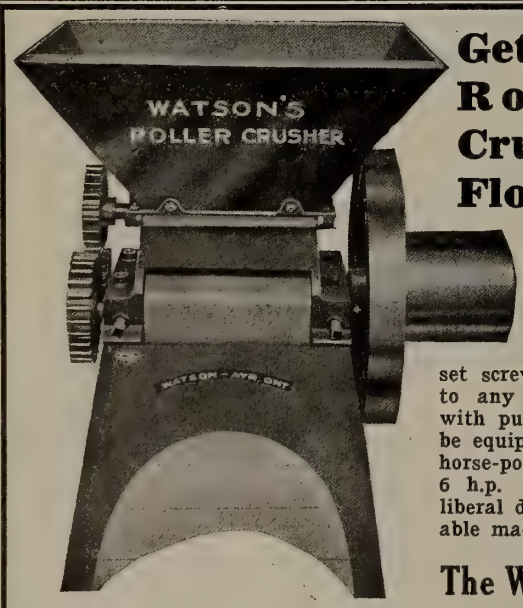
Drysdale Sales Director for Tractor Co.

Announcement has just been made of the appointment of K. P. Drysdale as director of sales promotion for the Cleveland Tractor Company, of Cleveland. Mr. Drysdale has resigned as advertising director of the Cadillac Motor Car Company and he assumed his new position October 16th. Perhaps no one man in the country has as wide an acquaintance or as high a standing in his special field as Mr. Drysdale. His conduct of the advertising department of the Cadillac Company for the past twelve years has been generally accepted as a pattern and a model. His analyses of publication values have set a standard for the industry, and Cadillac advertising under his direction has been universally accepted as a striking example of clean and forceful publicity.

The Cleveland Tractor Company is producing the 12-20 h.p. caterpillar tractor, designed and developed by Mr. Rollin H. White, formerly of the White Motor Co. interests. Its success has been marked. The capacity of the present large plants has been overtaxed for some months, and still larger buildings are about to be erected on the 74-acre site owned by the company at Cleveland. Mr. Drysdale will work directly with Mr. W. J. Urquhart, secretary and general manager, and Mr. J. O. Sackman, director of sales and distribution.

Distributing Tractor Attachments

H. P. Carver and J. A. Deerwater, of Calgary, Alta., have contracted to distribute the Convertible tractor attachment manufactured by the Convertible Tractor Corporation of St. Paul, Minn. The territory covered by the new distributors embraces Alberta and Saskatchewan.



Get a Watson's Roller Grain Crusher on Your Floor—NOW

This crusher has more selling points than any similar machine. Grain passes between two grooved rollers, 12 x 6 inches, revolving at different speeds. Convenient set screws regulate fineness of work to any degree required. Supplied with pulley for belt drive; can also be equipped with shaft and gear for horse-power drive. Power required, 6 h.p. Weight 475 lbs. Get our liberal dealer's offer on these seasonable machines. Write us to-day.

The Watson Line Includes:

1½ H.P. Engines
Pulverizers
Whiffletrees
Root Pulpers
Bevel Jacks
Push Carts
Horse Powers
Farm and Bush Sleighs
Wheel Barrows
Channel Steel Harrows
Roller Crushers
Wood and Pole Saws
Barrel Skids
Boss Wood Harrows
Light Delivery Sleighs
Boss Steel Harrows
Feed Cutters (seven styles)
Harrow Carts
Warehouse Trucks
Grain Grinders
Pump Jacks
"Viking" Cream Separators
Hand and Power Washing Machines

WE CARRY REPAIRS FOR ALL MOLINE AND JANESVILLE IMPLEMENTS

John Watson Mfg. Co. LIMITED

311 CHAMBERS ST., WINNIPEG, MAN.

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

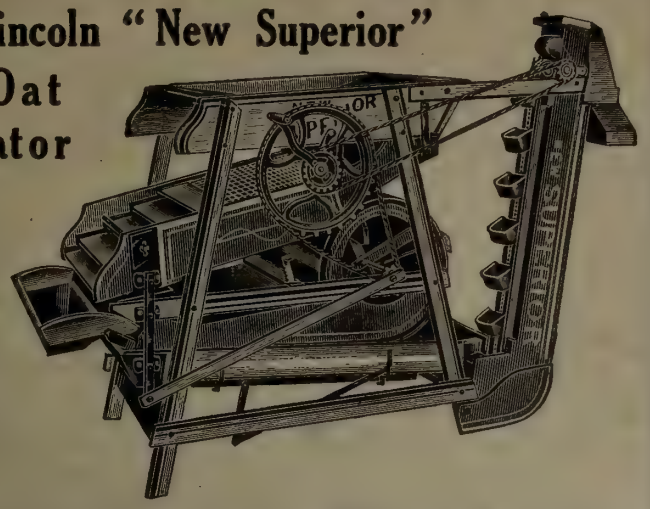
OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.

KING OF WILD OAT SEPARATORS

The Lincoln "New Superior" Wild Oat Separator



With our patented open and blank space sieves, it positively separates every wild oat seed, causing them to lie flat, and not up on end.

Patented Adjustable Wind Boards

are provided so that blast is always under control. Can blow out as much or as little as you like, making it a perfect oat cleaner and grader. The lower shoe is fitted with a cleaning rack that is adjustable, never touching the sieve, but just close enough to knock out any grain that gets stuck when going over the sieve. It is movable, working back and forth about two inches in opposite directions to the shoe. By this improvement the capacity is increased about 25 per cent.

It is Strong, Well-built and Bolted—Not Nailed

Our machine is built to clean any kind of grain and do perfect work. What the "NEW SUPERIOR" cannot do, no other can do. Exceptionally easy to operate, it will appeal to your customers.

Made in Sizes 24, 32 and 42 inches wide, with or without bagger, and with power attachment for gasoline engine if desired.

WRITE FOR DEALER'S PROPOSITION AND FULL PARTICULARS.

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

P & O LITTLE GENIUS

Power Lift Tractor Plows

The sale that leaves both parties to a transaction the richer thereby may be called a permanent sale. Upon such sales a permanent profitable business may be built. When you sell one of your customers a P & O Little Genius plow for use with his small tractor you not only make a nice profit, but you give him the very best his money can buy, and have a just claim to his future business. The very moment your customer puts his P & O Little Genius to work he recognizes the fact that he has purchased satisfaction. Efficiency is the keynote of the remarkable popularity of the Little Genius.

POWER LIFT

The power lift operates on all three wheels, giving the bottoms a high and level lift. The action is instant and positive, and operates both in entering and leaving the ground, so that in entering, the bottoms are assisted by the whole weight of the plow, a feature which is greatly desirable in hard ground.

BOTTOMS

The business end of a plow is its bottoms. The P & O Little Genius can be equipped with any of the P & O types of bottoms, and there is a type which will exactly suit the soil conditions in your locality.

OUR CATALOG

Our catalog, "P & O Tractor Plows," describes a splendid line of mold board and disc plows. If you are unacquainted with the P & O Line you should write for this catalog.

WRITE FOR P & O TRACTOR PLOW CATALOG

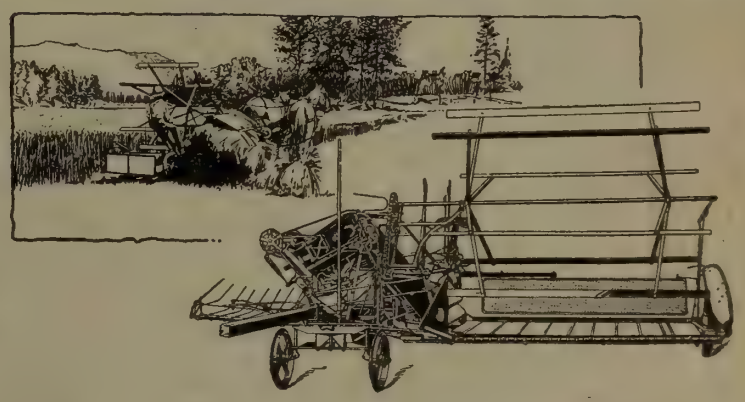
Made by PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.

International Harvester Co. of Canada, Ltd.

SALES AGENTS FOR CANADA

Winnipeg Brandon Regina Saskatoon North Battleford
Yorkton Estevan Calgary Edmonton Lethbridge

Farmers Know McCORMICK MACHINES



McCORMICK Binders and Mowers could not have stayed on the market, and been among the leaders in sales for three-quarters of a century, unless they were unusually satisfactory machines. Farmers, as a rule, pick and buy machines they know they can depend upon. They have been buying McCORMICK binders and mowers long enough to establish them as the standard harvesting machines of the world.

You will make no mistake if you sign up a contract to sell McCORMICK machines next year. The business comes easily. Ask the blockman what he can do for you on a 1918 McCormick contract.

International Harvester Company of Canada, Limited

BRANCH HOUSES

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

NO REAL COMPETITION

From the Dealers standpoint, the Maw line of automobiles offers an exceptional opportunity. In variety of horsepower, wheelbase and body types our cars enable your customer to select a car suited to his individual needs. And there is a price to suit his pocket. Easy cars to sell—sensible cars to buy.

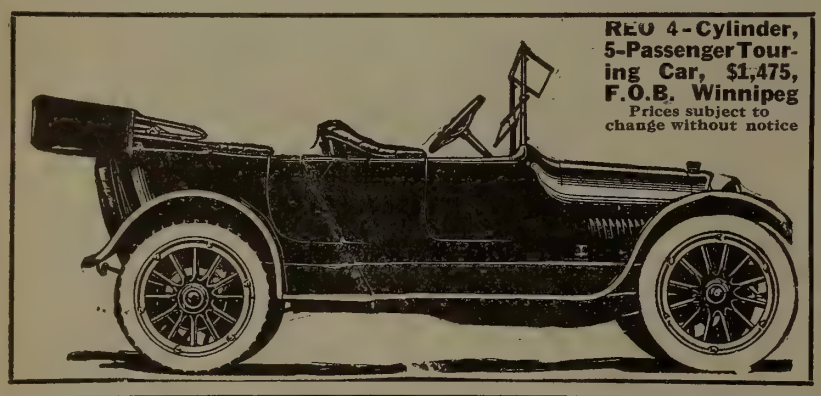
GRAY-DORT REO PEERLESS

The selling season is on and the opportunity ripe for dealers to take on a line that has no real competition. Our cars are pre-eminent in reasonable first cost, low upkeep, and steady performance. Manufactured and backed by established concerns whose permanence and stability give dealers the assurance of the maximum in automobile values.
We still have some good territory open for aggressive dealers. If we are not represented in your district, be the first man to look into our proposition. There is good profits awaiting you in the above cars.

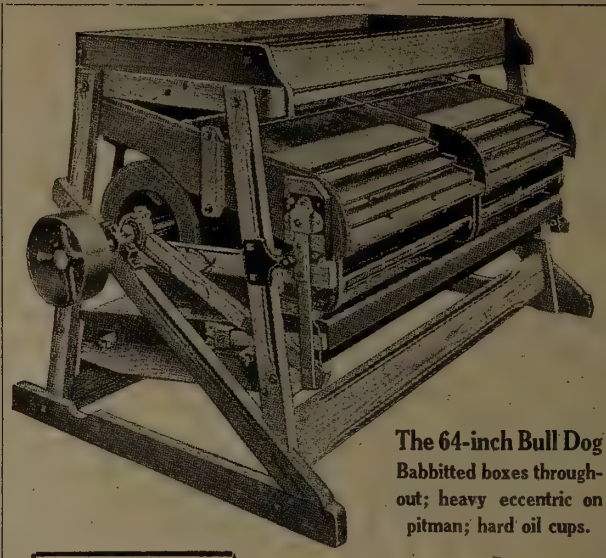
Joseph Maw & Co., Limited

Factory Representatives

112-118 King Street Winnipeg, Man.



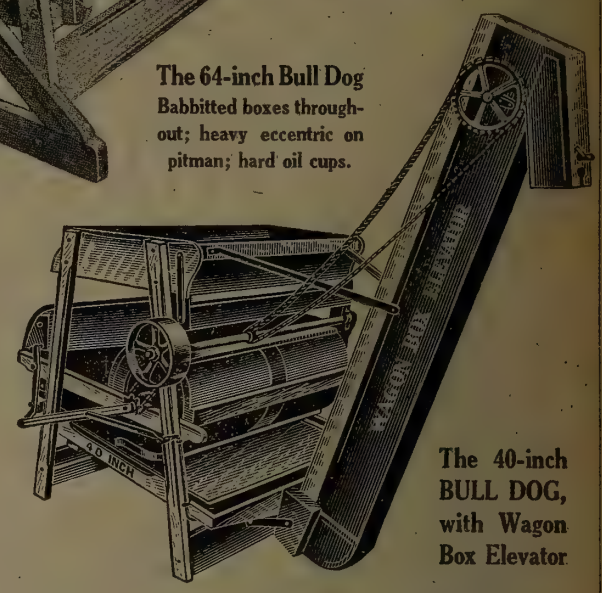
REO 4-Cylinder, 5-Passenger Touring Car, $1,475, F.O.B. Winnipeg
Prices subject to change without notice



TWO BIG BULL DOGS

Hundreds of these are ready for Immediate Shipment.

The 64-inch Bull Dog
Babbitted boxes throughout; heavy eccentric on pitman; hard oil cups.



BULL DOG MILLS
Made in five sizes: 24, 32, 40, 48 and 64 inch sieve widths

Capacities: 25 to 150 bushels per hour.

The 40-inch BULL DOG, with Wagon Box Elevator

TWIN CITY SEPARATOR CO., LIMITED

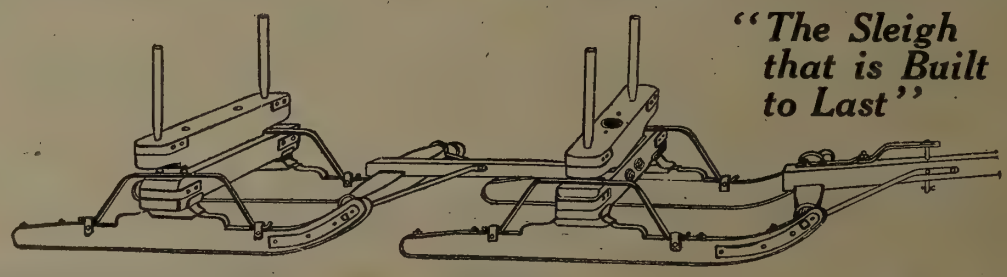
Off Logan Ave. on Quelch Street Winnipeg, Man.

Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

TUDHOPE ANDERSON

SEASONABLE LINES MEAN PROFITABLE BUSINESS

"EMPIRE" No. 2 Sleighs
CAST OR STEEL SHOES
Sell Against Any Competition



"The Sleigh that is Built to Last"

Runners: 2, 2½ and 3 inches; 4½ inches deep; 6 feet long
Track: 36 and 40 inches
Bolster: 38, 40 and 42 inches

ASK US FOR FULL PARTICULARS AND PROPOSITION

"WINNER" SEPARATORS have the capacity and in-built quality that Farmers want

Made In Three Sizes: 24, 32 and 40 Inches

Guaranteed to have double the capacity of any other separator, and to do 75 per cent better work on all kinds of grain and seed. Capacities from 30 to 80 bushels per hour. Separates, cleans and grades the grain; helps your customers select strong healthy seed; improves the grade of their grain and saves elevator charges. Get one on your floor. You'll be surprised how easily the "Winner" sells.

The TUDHOPE-ANDERSON Line has a reputation that reflects profitably on the business of the man who handles it. Ask for our Agency Offer. Let us have your requirements on Sleighs, Fanning Mills, Grain Tanks, Stationary and Portable Engines, Trucks and Wagons.

TUDHOPE-ANDERSON CO., LIMITED

Winnipeg Regina Saskatoon Calgary

CANADIAN FARM IMPLEMENTS

VOL. XIII., No. 12 WINNIPEG, CANADA, DECEMBER, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10 Cents

Head Office : Winnipeg

UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - - - WINNIPEG
Paid-up Capital .....$ 5,000,000
Reserve Fund 3,400,000
Total Assets, over 130,000,000

Hon. President—SIR WILLIAM PRICE
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H. B. SHAW, General Manager
J. W. HAMILTON, Assistant General Manager.
London, England, Branches 6 Princes Street and West End Branch, 26 Haymarket, S.W.
New York Agency, 49 Wall St., New York City.
Geo. Wilson, Agent.

This bank, having over 305 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg, Main St. Branch: R. H. BAIRD, Mgr. Portage and Garry Branch: F. J. BOULTON, Mgr.

The Dominion Bank

HEAD OFFICE: TORONTO

Capital authorized $10,000,000
Capital Paid up 6,000,000
Reserve funds and undivided profits 7,500,000

SAVINGS BANK DEPARTMENT
In connection with each Branch

WESTERN BRANCHES:

Manitoba
BOISSEVAIN BRANDON DELORAINE SELKIRK
WINNIPEG (6 Branches)

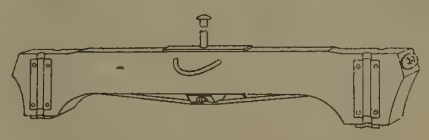
Saskatchewan
GRENFELL MOOSE JAW REGINA SASKATOON

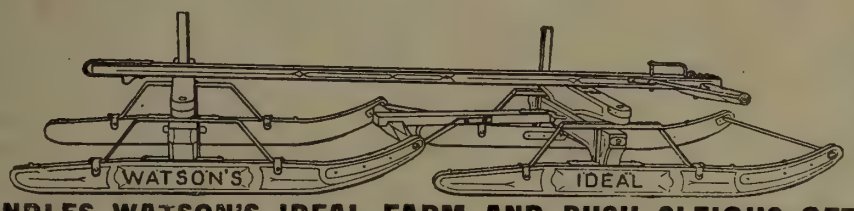
Alberta
CALGARY EDMONTON HIGH RIVER MEDICINE HAT

British Columbia
VANCOUVER VICTORIA

F. L. PATTON, Superintendent of Western Branches

WATSON'S SLEIGHS





CANADA'S STANDARD

We have instituted more practical improvements on Sleighs than any other manufacturer. This line is our specialty. In design, material, finish and value our Sleighs are the leaders.

BIGGEST CARRYING CAPACITY

It's the way we make them. Size for size, carry heavier loads, have lighter draft, and hold the road better than any other Sleigh made. Farmers know—and ask for a Watson's Sleigh.

THE DEALER WHO HANDLES WATSON'S IDEAL FARM AND BUSH SLEIGHS GETS THE SLEIGH TRADE

Ideal Sleighs are made in all sizes, Steel or Cast Shoes. The weakest point in a Sleigh is the bench. Note our Special Trussed Bench—a patented feature. The quality of our woods is unequalled: Runners—white oak; Benches—grey elm or oak; Poles and Reaches—heavy white oak. Only well seasoned, straight grained woods are used in Watson's Sleighs. Heavy steel bracing throughout. Scientifically designed runners—point of contact directly below bench. They ride on the top of the road—no skidding. Our Cast Shoes, curved up at rear, allow backing. Now is the time to investigate Watson's Sleighs. Their inbuilt quality and acknowledged superiority means big sales. Write at once.

WE CARRY REPAIRS FOR ALL MOLINE IMPLEMENTS AND JANESVILLE PLOWS

John Watson Mfg. Co. LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

For Bigger Business in 1918

'VIOLA" (Registered) Cabinet Phonographs. Write for Prices.

Sell "DOMINION" Sewing Machines

Our 1918 Proposition is an agency offer that will mean money to you. "Dominion" Sewing Machines sell the year around. Immediate deliveries from our Winnipeg warehouse. You save time and freight and give prompt service. A strong warranty goes with every machine. In your town and territory there are scores of lady prospects for "Dominion" machines.

Ask for our free catalog and particulars of our proposition. Write us to-day.

The Dominion Sewing Machine & Phonograph Company

300 NOTRE DAME AVE., WINNIPEG, MAN.

WHY NOT USE HORSE SENSE?

Not a Horse or a Mule in Western Canada (if he could talk) but would tell you that he could do 25% more work if you would clothe him comfortably with "Horse Shoe Brand" Collars, Harness or Saddles.

Sold only by legitimate and honourable dealers all over Western Canada, and Manufactured in Western Canada only by

THE GREAT WEST SADDLERY COMPANY

At WINNIPEG, CALGARY, EDMONTON, REGINA and SASKATOON.

SEND FOR CATALOGUE AND PRICE LIST TO DEALERS ONLY

SIDE LINES:

We sell wholesale, to the dealers only, Mitts, Gloves, Moccasins, Automobile Tires, Spark Plugs and Auto Accessories, etc., etc.

The COCKSHUTT Line and Bigger Business

THESE truly are strenuous times—in business, farming and almost every walk of life. All the greater reason, therefore, why a man should equip himself to handle his business with the least waste of time and energy.

The Implement Dealer who handles the Cockshutt Line is so fortified. Selling Cockshutt Implements means satisfaction and service to customers—service that will hold THEM from year to year—and at the same time advertise your business to OTHERS who are looking for similar treatment.

There is undoubted value and goodwill in a business when you build up a trade featuring a particular line of goods. Sell a farmer a Gang Plow which in service lives up to your arguments for its sale, and that same man will be open to conviction that your Harrow, your Drill and your Binder are of equal value to him. It means least time and effort per sale—lowest selling cost, hence biggest net profits.

If to-day you are selling half-a-dozen lines of implements made by different manufacturers, this is the time to get a line on the Cockshutt Agency—and CONCENTRATE your efforts on implements that will build up a permanent and profitable business for you.

LINES FOR EVERY SEASON

THE Cockshutt line includes implements for every farm—and for every season. It means sales from January to December—no off seasons.

We are ready to supply you with practically every implement the farm trade of your district can demand—and further, we will stand behind each sale you make to responsible parties with our broad guarantee of satisfactory service at the work for which each implement is intended.

Write to-day for our special Dealer's Proposition. We will gladly give you full information on this line of Big Business Getters.

COCKSHUTT PLOW CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY

Plows Harrows Cultivators Scufflers Pulverizers Packers Grain Drills
Corn Planters Potato Planters Manure Spreaders Binders Reapers Mowers
Rakes Hay Presses Grain Tanks Feed Cutters Pulpers Fanning Mills
Grain Grinders Gasoline Engines Wagons Carts Carriages Sleighs, Etc.

CANADIAN FARM IMPLEMENTS

Vol. XIII., No. 12 WINNIPEG, CANADA, DECEMBER, 1917 SUBSCRIPTION PRICE IN CANADA { Per Year, $1.00 / Per Copy, 10c.

YEAR-END REFLECTIONS—NEW YEAR PROSPECTS

Again we come to the close of another year, when the implement dealer looks back at his efforts, and ahead to the business possibilities of the coming year.

Looking forward, every man in the implement industry will firstly do everything in his power to help Canada to play her part in the winning of the war. That is our primary duty beside which everything else becomes of secondary importance, and to win the war, every man in the implement business must realize what farm machinery and equipment means to Canada at this critical period in our history.

National efforts are being made to fill up the sadly depleted ranks of the Canadian armies overseas. Every man of the specified class who is not absolutely essential in the implement business should do his part—if we are not to see a Germanized Canada where the implement industry would be at an end so far as Canadians are concerned.

Our Responsibility

As dealers we have a great personal responsibility next year in bringing farm production to its highest point. We must do our best individually to maintain a good supply of staple farm equipment, and a good assortment of repair parts. The work of supplying the farmer with tools and machinery to increase our national agricultural production is as essential as the provision of ammunition for our troops. The more foodstuffs we can raise through the assistance of machinery the more men can be spared to Great Britain and her Allies, and in the end it is man-power and the pushing of the war to a successful climax that will bring victory.

Thousands of men have joined the colors—all honor to them. Further, thousands are working in the throbbing factories so that farm equipment may be produced which will facilitate food production. In the great chain of farm machinery distribution the dealer is a most important factor. He makes possible the speedy delivery of machinery to the farmer. He is responsible, and not only he, for every dealer, traveller, wholesaler and manufacturer is a cog in the wheel of production and distribution, and as such each man has a responsibility to Canada to-day.

Care in Buying

In the coming year the dealer will have to buy according to the needs of his business rather than for speculative purposes. Hoarding stock is unpatriotic, while speculative buying is not a part of good business methods. Have you considered what a tremendous bearing your buying ability may have on your success in the coming year? Your responsibility in the protection of your farmer customers from now on depends largely on your skill in buying. For the past year or two that skill has through force of circumstance, been exemplified by your ability to get and sell the goods at an advanced price.

The reasonableness of the price which you could make to your customer with a satisfactory profit to yourself has been largely a matter of nerve and financial strength. If you have possessed and used these attributes you have been able to give service and at the same time expand your business.

Service and Standardization

More and more the dealer must depend upon efficient service to keep his patrons as customers. In repair service we have a very important item in the year's business. Common repairs the dealer will admit he should have in stock, but there is a limit to the repair business beyond which the dealer can not be expected to go. This responsibility devolves upon the manufacturer. It is a most important responsibility, and should receive the utmost consideration.

In the coming year it is safe to say that we will realize as never before the need of standardization. Had the work of eliminating useless types and styles of machines been begun years ago, the repair problem would not be what it is to-day. We believe that every dealer favors standardization; he has long suffered through its lack.

The average user of farm machinery has a very inadequate realization of the amount of labor and material consumed by manufacturers in experimental machinery. Every tool that is finally placed on the market was developed at a great expense of time and materials unknown to the man who ultimately purchases the implement for field service.

Take a plow of similar pattern made in 12, 13 and 14-inch sizes. The second is obviously unnecessary and will have to be discarded. The man who wants the odd size can use either the 12 or 14-inch plow just as satisfactorily—and its elimination means a great saving in steel.

Do not stock unnecessary patterns and try to wean your customers away from the idea that anything but standard sizes are required.

Supply and Delivery

There is no necessity for dealers to become pessimistic regarding the supply of goods. Manufacturers generally have arranged for large supplies of material; they have good supplies on hand owing to their praiseworthy foresight. Even if the U.S. Government should require 80 per cent of the total steel output of that country we should not forget that the whole implement and farm equipment industry in the United States require but 4 per cent of the annual steel output. It is further fully realized that the needs of the implement industry must be taken care of.

Despite all efforts, however, there promises to be a car shortage this winter and coming spring. It will be wise to anticipate this freight situation. The dealer should arrange his storage facilities at once and have his supply of implements shipped in early, before the anticipated freight congestion, so that they will be avail-

Greetings

May Good Health, Happiness and Prosperity be the portion of our Friends in the Implement Business, wherever located, throughout the coming year. To you and yours we extend our most Hearty Wishes for a

Joyous Christmas

and a

Prosperous New Year

Canadian Farm Implements

able for the farmers' use in good season. Every day we procrastinate in placing our orders for next year's implements means less assurance that requirements will be taken care of.

There is much dependent on the prompt action of the dealer and upon his insisting on early deliveries. Implements are now being taken as fast as factories can turn them out, and the dealer who expects to wait until next spring to buy and ship his supply will wake up only to find that many articles he wanted are not to be had, as other dealers grabbed them earlier in the season and in many cases have already made deliveries to the farmers.

Selling Prospects

The farmer will require implements. He is assured a good price for his products. Wheat has a healthy minimum guaranteed. Stimulated by prices the farmer is going to cultivate every available acre. The seemingly high price of implements—which is eminently justifiable—will not hinder sales. Rather, the high price of crops will tend to stimulate implement demand.

Let no dealer be deceived into believing that in the future goods may go lower in price. The cost of implements is bound to advance. The matter of price is by no means so important as the matter of delivery.

Restricting Credit

The farmer is now in a position where the dealers should be able to do business on a safe basis. He either has money for cash payment or should be willing to give good bankable notes. In the coming year it will pay the dealer to arrange his stock so that he can do the largest possible business with the least possible inventory. This means a reduction in the number of kinds, sizes and styles of implements sold. By concentrating your buying in one organization you are getting with the greatest possible exactness the quantity of implements your trade requires. You can buy in carefully assorted carload lots, getting the advantage of quantity prices and freight rates, while such a buying policy—with full carload—greatly assists the freight situation and car shortage.

The Display Question

By displaying only one or two lines of the same kind of tools on your floor you are acting wisely. A variety of the same machine is a positive economic waste, for numerous samples when spread over a couple of thousand dealers establishments means a waste of good materials and labor.

Much good can be done by the retail implement dealers in ascertaining the requirements of their farmer customers for repairs to put their old implements in working order and get the repairs in during the early winter months. It will no doubt be difficult next year to supply repair parts, and we hope to see the implement dealers generally take great interest in their customers' requirements for repairs as well as whole goods.

We should keep in mind not alone the increased sale of agricultural implements from a profit standpoint, but should endeavor to more thoroughly acquaint the farmers with the benefits that will be derived by themselves and our people as a whole by doing a better job of farming, plowing a little deeper, disking the clods and soil finer, harrowing two or three times extra, and generally making the land produce more.

Speaking Personally

From a personal standpoint, the dealer should seriously consider the question of better advertising and more of it. He should take pains with his copy, use manufacturers literature freely, and overlook no opportunity for profitable publicity.

Expect your employees to give you whole-hearted, willing service, and on your side pay them a satisfactory wage while allowing reasonable rest and recreation time. Ask no employee to do what you would not be prepared to do yourself. Do your utmost to develop efficiency among your help. Endeavor to inspire them. Ask them to study the goods and to read trade journals and all literature connected with the business. By doing so they increase their value both to themselves and to you.

Refrain from critical comment on your competitors. This world is large enough for all of us, and every knock helps the competitor but hurts the man who delivers it. Get to know your brother dealer. You may like him, and he is probably as good a business man as you are and entitled to such treatment as you would yourself expect.

See to all collections promptly and be very careful in all credit extension. The day is past when the dealer should act as a banker. In your business develop thrift and economy; cut out useless expense and save wherever you can. There is, however, a limit to which you may go in this connection. Have the stock nicely arranged and your warehouse and office tidy and neat. The business premises usually reflect the personality of the owner.

Do what you can to promote association among dealers. Do not be a drone—a business parasite. Be an active member of your association and work for it. These days association is more necessary in the trade than ever before. The coming year will be one which will mark a new era in the trade. Let every man do his utmost not only to build his personal business but to help and build his community, for great nations are but the offspring of small communities. Realizing the importance of your individual niche in the industry, it is the hearty wish of Canadian Farm Implements that 1918 may be for you a year of untiring effort crowned with unqualified success.

Our Patriotic Duty

In his retiring address to the National Implement and Vehicle Association, delivered only a few days prior to his decease, the late Joseph Dain, said:

"The world is in greater need of food than ever before. The food production of this country will more nearly determine the result of the world war than any other factor. The agricultural implement production will determine the ability of the farmer to supply the maximum amount of food. It is our patriotic duty to keep the channel of food supply open and supply the tools to supplant the reduction in the labor supply that is bound to handicap the farmer while the war lasts.

"There is a dignity to the implement business to-day such as there never has been before, and there is no field of endeavor which requires more patriotic effort than that of the production and sale of agricultural implements. You men are called upon to solve the food problem of the world. Not only the success or failure in the war upon which we are entered depends upon you, but the avoidance of world-wide famine may be in your hands."

Automobile Production

In the United States a probable reduction of automobile output is reported so as to enable the government to utilize the factories for production of trucks and munitions. It is expected that great quantities of munitions will be made in many of the 455 automobile plants across the line, so that the output of passenger cars will have to be reduced. Last year the automobile production exceeded 1,800,000 vehicles, while there are now over 980,000 workers in the industry. The automobile industry uses approximately 5 per cent of the annual steel production of the U.S.; the implement industry about 4 per cent.

It is stated on good authority that by Feb. 1, 1918, 40 per cent of the automobile factories will be taken over by the U.S. Government. Dealers in this line are urging prospects to buy early, and further advances in price are looked for. One expert estimates that 80 per cent of automobiles are utilized to-day by owners in their business or other service, not being solely pleasure vehicles.

International Employees and Liberty Loans

Employees of the International Harvester Co. have shown an overwhelming support of the Second Liberty Loan in the United States. More than 11,000 employees voluntarily subscribed to the First Liberty Loan, and in round numbers 19,500 employees subscribed to the Second Loan. Over 69 per cent of all I.H.C. employees subscribed to this last loan in the United States. This does not count numerous I.H.C. men employed at the branch houses, transfer houses, and collection agencies, who subscribed through the banks in their own communities.

Minneapolis Co. on War Orders

The plant of the Minneapolis Steel & Machinery Co. at Minneapolis will be practically doubled to take care of large war orders from the United States government which embody shell and hoist contracts, and the manufacture of gun carriages. When the new buildings are completed the company will employ in the neighborhood of 5,000 men. The Minneapolis organization have retained their structural steel, tractor and oil engine plants and will, in the coming year, turn out sufficient numbers of the well known "Twin City" tractors to meet the requirements of their customers.

Founded 1842

CASE

Famous the World Over

A 140-Acre Plant
And Over 4000 Skilled Mechanics

THAT is the size of the Case institution behind you. Farmers know the extent and the reputation of the J. I. Case Threshing Machine Co. It has been known favorably for 76 years.

So Case dealers have a good deal to start with. It is not like representing an unknown concern with an unknown product.

When you talk to a prospect about Case kerosene tractors, or Case Threshers, or Case Steam Tractors, or any other Case product, he realizes that you are talking about good machinery.

Why Case Wins

Most farmers appreciate the fact that good machinery is not cheap machinery. Nothing that is ever good is really "cheap." Cheapness usually means not merely a low price, but cheapness in material and workmanship.

Case has made its reputation through the use of the best materials, whatever the cost, and the best trained mechanics. So Case Machinery has long had a reputation for performance, durability, economy of operation and efficiency.

There are many families in the United States where men of three generations have purchased Case Machinery. And likewise there are many dealers to-day whose fathers were Case dealers. Year after year, Case maintains those principles of construction which have been found to be the best. Case never asks the farmers to do the experimenting.

A Splendid Proposition

We are proud of the 9,000 Case dealers scattered throughout the country. Naturally there are changes once in a while in such a large organization, or new openings. When such is the case, we choose dealers who are keen business men and who want to build up a growing business for many years to come.

If there should be an opening in your district and you are interested, it would be a fine thing for you. You might write to find out if such an opportunity exists, and if so, we will be glad to send particulars.

J. I. CASE THRESHING MACHINE CO., Inc.
(FOUNDED 1842)

774 Erie Street, Racine, Wis., U.S.A.

Canadian Branches: Calgary, Edmonton, Winnipeg, Brandon, Regina, Saskatoon
Eastern Canada: Canadian Fairbanks-Morse Co., Limited, Toronto and Montreal

FREE Books

Send For This Descriptive Printed Matter—All Free

Below are listed the different series of booklets and folders. Tell us which interest you.

1—Kerosene Tractors
2—Steam Tractors
3—Grand Detour Plows
4—Threshers
5—Hay Balers
6—Silo Fillers
7—Road Machinery
8—Automobiles

Or, if you wish, ask for our General Catalog, describing the entire Case line. It is free.

Write Today

De Laval Exhibit Out-Ranked All Others at National Dairy Show

Imposing as were the numerous exhibits of dairy equipment at the National Dairy Show in Columbus, Ohio, none elicited such general and enthusiastic comment as that of The De Laval Separator Company. While its size was commanding, the richness and beauty of its color scheme set the De Laval exhibit apart as distinctive from any other at the great Dairy Show.

It was an exhibit worthy in every way of the world's oldest and largest cream separator manufacturers. Extending half-way across two sides of the Horticultural Buildings, the De Laval display occupied one-fourth of the wall space.

De Laval cream separators and milk and cream clarifiers, both hand and power drive, were mounted at the rear of the exhibit space on a platform ledge about two feet off the floor, extending from one end of the exhibit to the other. The machines stood out in sharp relief against a background of heavy, green silk velour curtains, which hung in soft folds. Electric bulbs were concealed along the outer edge of the platform and at the top, flooding the machines with a soft light which heightened the effect.

On the floor at the front of the space were displayed every size and style of De Laval cream and whey separators, milk and cream clarifiers and special centrifugals used in the clarification of oils, varnishes, fruit juices and other liquids.

Partial View of the De Laval Exhibit at the Recent National Dairy Show

The two sides of the exhibit met at a right angle, where, as the background of a classic pergola finished in ivory and gold, there was shown a large painting of the De Laval Works at Poughkeepsie, N.Y. At one end of the exhibit was another beautiful pergola and a well-furnished rest space for the comfort of guests. Palms and ferns were used to good effect in the decorations, and over all were immense American flags.

A notable feature of the exhibit was the display of succeeding types of De Laval Cream Separators, from the first commercial separator, introduced in the early eighties, to the big capacity, automatically oiled New De Laval of the present day.

To everyone attending the show and interested in the sale or use of De Laval machines, the De Laval exhibit must have been a matter of personal pride and gratification, as the exhibit was one that fully exemplified the leadership and pre-eminence of the De Laval organization in the dairy industry.

TRAVELLER WANTED

Old established concern requires live traveller with experience in cream separators and gas engines. Give experience and full particulars in first instance to Box S.,
CANADIAN FARM IMPLEMENTS
WINNIPEG

RAPID-EASY GRAIN GRINDERS

The Famous Line of Machines

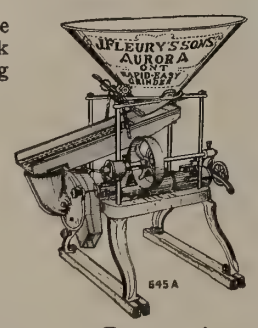
A size to suit your power—small or large—and more work with same power than others. Quality of work and capacity and durability of machine and grinding plates unequalled.

A few styles and sizes are as follows:

No. A— 6	inch. Plates (Flat)	2½ to	5 H.P.
No. A— 7	,, ,, ,,	3 to	6 H.P.
No. B— 8¾	,, ,, ,,	5 to	10 H.P.
No. B—10	,, ,, ,,	6 to	12 H.P.
No. C— 9¾	,, ,, Mill Head		
	Custom Work 5	to	12 H.P.

CUSTOM MILLS :

No. D—10½	inch Plates (Flat)	8 to	14 H.P.
No. D—11	,, ,, ,,	8 to	16 H.P.
No. 6—11	,, ,, ,,	14 to	20 H.P.
No. 7—13	,, ,, ,,	15 to	25 H.P.



J. FLEURY'S SONS .. Aurora, Ontario

Medals and Diplomas World's Fairs, Chicago and Paris

WESTERN AGENTS: **THE JOHN DEERE PLOW COMPANY, LIMITED**

Winnipeg Regina Saskatoon Calgary Edmonton Lethbridge

Service Department for Sharples Company in Canada

The Sharples Separator Company recently announced from their Toronto office the installation of a new service department for both dealers and salesmen. George Dryden, one of the oldest and most capable men, mechanically speaking, in the employ of the company, is in charge of the new department. His department will endeavor to give to Sharples dealers and users the most expert advice possible, writing customers, issuing service bulletins, giving practical advice to both dealers and salesmen, will supervise installations and the men making them.

Mr. Dryden will be at all times at the disposal of Sharples separator dealers to assist them in any way possible. We are sure that this addition to the Sharples service will be greatly appreciated by dealers and users of Sharples separators everywhere through Canada.

The Cream Separator and Its Work

The up-to-date farmer has come to realize that dairying gives him a higher financial return from his land, while it conserves his soil. With dairying has come prosperity, and with prosperity the standards of agriculture have been raised to a new plane. In the dairying industry the importance of the cream separator cannot be overestimated. As a machine it is indispensable; it stands alone in efficiency, simplicity and in direct money return. It enables the dairyman to take cleanly from the whole milk the butter fat and dispose of it where it will yield the greatest return.

The cream separator takes the butter fat from the milk complete. It loses none; it wastes none. It enables the farmer to sell his butter fat intact at high prices, for the purchaser knows that the butter fat which comes from an efficient separator is all butter fat—uniform in thickness and quality, every globule as unimpaired as when it was in emulsion. The creamery man who buys it knows he is getting a first class product, therefore he pays a better figure. He knows that cream from a good separator has very much greater churnability than that from others or that separated by gravity.

The man with a good cream separator gets more butter fat than the farmer who uses an inferior machine or the old gravity method. His cows pay him a much higher dividend. Clean cream and skim-milk are procured; the butter itself is more delicious, and the creamery manager knows that it means satisfied customers so that he is naturally anxious to handle such product.

Separator butter is superior to gravity cream butter, because the milk is separated fresh from the cow, in its best possible condition, with much less exposure to the absorption and development of germs, taints and odors of all kinds, than in gravity setting. The cream separator, in addition, may be said to be the most efficient of all forms of milk aeration.

New Winnipeg Concern

A company recently incorporated in Winnipeg is known as Hart-Parr of Canada, Limited, embodied for the purpose of manufacturing, buying and selling farm machinery. Among those interested are E. P. Hayden, W. F. Rondabush, Chas. A. Sargent, F. A. Fry and W. H. Trueman. The headquarters of the company will be at Winnipeg, while the total capital stock is given as $25,000.

Moline Plow Co. Promotion

O. H. Seiffert, one of the general trade managers of the Moline Plow Co., at Moline, Ill., has obtained a commission as captain in the Ordnance Department of the army. His place is being filled by the promotion of O. P. Robb, previously manager of the company's branch house at Omaha, Neb. Mr. Robb was at one time manager at Winnipeg for the Canadian Moline Plow Co.

What DE LAVAL "Good Will" Means to the Dealer

It is generally admitted that the name "De Laval" on a cream separator makes it easier to sell than if it were branded in any other way.

THAT'S BECAUSE the name "De Laval" stands for honest value and real service wherever cream separators are used.

THAT'S BECAUSE continuous and liberal advertising has made the name "De Laval" a household word in farm homes the country over.

THAT'S BECAUSE the best and most representative merchants, the men who have their customers' best interests at heart, are distributors of De Laval machines.

THAT'S BECAUSE the name "De Laval" has always meant a fair and square deal, both for the dealer who sold it and for the farmer who bought it.

THAT'S BECAUSE the De Laval has always been a "winner," and it's easier to sell a "winner" than it is an "also ran."

THE NAME "DE LAVAL" is invaluable to the Company whose machines bear that distinguishing mark, and it's worth real dollars and cents to the dealer who secures the De Laval selling agency.

THE WORLD'S STANDARD

There is no better time than right now to send in your application for a De Laval contract. There is cream separator business all around you. You can get more of it and make more profits on it, with the De Laval than with any other separator.

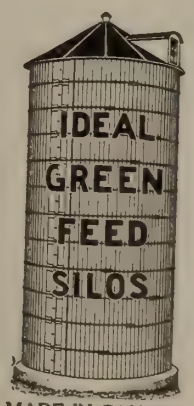
THE DE LAVAL COMPANY LIMITED

LARGEST MANUFACTURERS OF DAIRY SUPPLIES IN CANADA

Sole manufacturers in Canada of the famous De Laval Cream Separators and Ideal Green Feed Silos. Alpha Gas Engines, Alpha Churns and Butter-Workers. Catalogues of any of our lines mailed upon request.

WINNIPEG VANCOUVER MONTREAL PETERBORO

50,000 BRANCHES AND LOCAL AGENCIES THE WORLD OVER



MADE IN CANADA

Systematizing Engine Sales

In discussing engine sales with a dealer, the latter brought out the fact that in pushing a line of engines he handled, when he sent out general literature he enclosed an engine folder to every customer. This is all very well in its way, but why mail the engine data indiscriminately? Why send an engine circular to the man who may have an engine that is perfectly satisfactory, or who recently purchased one? Better send such a man a folder on a cream separator, a grinder or some other power operated machine.

Haphazard methods will not increase engine business so much as a carefully thought-out plan of action. Of course any system largely depends upon the dealer, but in the end the best system is to have a card index with the name of the farmer, telling what kind of machines he has, or what machines he requires, as well as a record of what circulars have been sent him, and on what date. If the dealer does not have a card system, he can arrange the list alphabetically in a book. Some such system should be part of every dealer's office organization, but if none other is kept there should at least be one list of the farmers who require an engine.

A Letter System

Suppose, for instance, that we have a list of one hundred farmers in our territory who have no engine. In the coming spring, or early in the year, the dealer could probably send to each of those farmers a catalog of the engine line handled. It may show not only the engine in general, but some portable types, with probably engines pumping water, sawing wood, running cream separators, etc.

Writing letters is a matter that not every dealer is well prepared for. But there is hardly a question of doubt but that every dealer either can write a few letters a day or can, at very little expense, have these written by some local stenographer, if he has not a stenographer in his office. Or, if necessary, they can be prepared at a letter supply house in a nearby city. It is worth while here to call attention to the fact that at more than one implement dealers' convention testimony has been offered by successful dealers that such letters as these have brought more direct returns in sales than any other one method employed.

Devise two or three letters to be sent out every two weeks. In each of these say something about the merits of your engine line or about the many jobs that an engine will accomplish around the modern farm. Write the letter as you would talk to the prospect. In addition you might profitably enclose a printed slip giving a list of local farmers who are using the engine you represent. In the store have a good display of engines coupled up to power machines, and take every opportunity of demonstrating their capacity.

In your trips around the territory keep your eye open for the farmer who is doing some hard work by hand when he could save time and money if he had one of those busy engines! There is probably no better chance to sell a farmer a wood sawing rig than while he is doing some sawing by hand. These opportunities come to us all if we keep our eyes open for them and as a matter of fact your circular letter on the subject may be read some evening after just a hard day's work of this kind. And if your letter says the right thing, just as you would say it by word of mouth, you can count on some result.

Some kind of a campaign of this sort worked out on 100 gas-engine-less farmers in your territory cannot fail to provoke the sale of some engines. Every engine manufacturer that is worth while is willing and glad to help you. Oftentimes they will furnish special folders or mailing cards or cuts or other matter that can be used to advantage.

Make the Winter Months Profitable

MAX TANK HEATERS

A line that sells readily. MAX Tank Heaters are made of the best quality, heavy sheet steel, with welded joints, making a solid one-piece body. Exceptionally large submerged radiation surface. Almost anything that will burn makes good fuel for the MAX heater. Suitable for wood, steel or concrete tanks of any size.

Heavy Cast Top—Self-Dumping Grate—Smoke pipe has spark arrester—Cleanest to handle—Heats water very quickly—Draught easily regulated—Built to last a lifetime.

A SAMPLE ON YOUR FLOOR WILL HELP YOUR SALES

WRITE TO-DAY FOR PRICES AND FULL PARTICULARS

Winnipeg Ceiling and Roofing Co., Limited

Makers of Max Stock Troughs, Waggon Tanks, Oil Barrels, etc.

P.O. Box 3006 F.I. 8 Winnipeg, Man.

Cushman Handle a New Line

In the coming year the Cushman Motor Works of Canada, Winnipeg, will handle the lightning protection systems manufactured by the Shinn Manufacturing Co. of Chicago. The Shinn organization have a large factory at Niles, Mich., and a branch factory at Windsor, Ont. W. C. Shinn, president of the company, recently paid a visit to Winnipeg where he arranged with the Cushman people for the distribution of his product in Canada.

Protection from lightning has now come to be one of the great national movements. Public service organizations, insurance companies, scientists and governments agree that the appalling destruction of property and life by lightning is unnecessary. The Shinn system embodies a flat section copper cable which is said to have proven a wonderful success. It is claimed that a conductor of this section is far more efficient than the old type round conductor. The slogan of the Shinn Company—"Lightning Can't Strike if Shinn Gets There First"—is said to be fully borne out by actual results.

Massey-Harris Man Promoted

Dawson R. McPherson, assistant manager of the Saskatoon branch of the Massey - Harris Company, under Mr. Henning, has been promoted to the position of assistant manager of the Ontario branch of the organization. Mr. McPherson has been in the employment of the Massey-Harris Co. for thirteen years, and for the past ten years has been with the Saskatoon branch. Very popular with his business associates, he was presented with handsome gifts by his fellow employees prior to leaving for the East.

The promotion of Mr. McPherson is in line with the policy of President Findley, who believes in training the younger members of the great organization of which he is head so that in the future, when important posts are vacated by the older men who now direct the affairs of the Massey-Harris Co., there may be fully qualified men with experience and executive ability to carry on the work of distributing efficiently the products of the company, both at home and abroad.

Caterpillar Tractors in Factories

A new development of the caterpillar tractor is its use as a material mover in factories. It transports material from one department to another, does not mar the floor surfaces and lays its own track as it goes along. One tractor adapted for this use can pass through doorways of the ordinary size, and when not used in transporting material from one department to another, it can be employed in the shipping-room or on the loading platform. It is but 50 inches wide and 52 inches high.

There are any number of other uses to which the industrial tractor may be put. For instance, it can be employed for pulling loaded wagons out of excavations, or it can be used in logging camps, or in lumber yards, mines and shipyards.

Happy Farmer Man for France

The Happy Farmer Tractor organization at La Crosse, Wis., announces the appointment of F. C. Upton of Minot, N.D., as representative in France in connection with Gaston, Williams & Wigmore, export agents in New York. Mr. Upton has been selling the "Happy Farmer" tractor for the past year in Minot territory.

Cutting Off Wrapping and Insurance

The campaign carried on by the U.S. National Federation of Implement and Vehicle Dealers' Associations against wrapping and insurance charges on parcel post shipments of implement repairs is making good progress.

Some weeks ago announcement was made that the International Harvester Company had instructed all of its general agencies to discontinue these charges, and now comes the report that several branch houses of two of the largest tillage implement concerns have announced discontinuance of said charges.

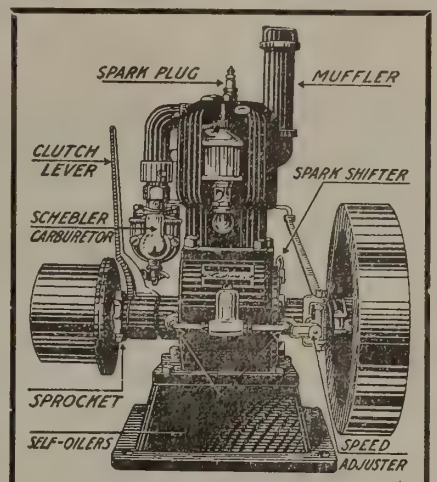
Business Is Always Good When You Sell
THE CUSHMAN LINE

Cushman Light Weight Engines, 4 to 20 H.P.

Cushman Engines weigh only one-fifth as much per horse-power as ordinary farm engines, but are so well designed and built, so carefully balanced, so accurately governed, that they work more steadily and quietly than any other engine. The Cushman is the modern farm engine.

Built Light—Built Right

The 4 h.p. Cushman weighs only 190 lbs., the 8 h.p. only 320 lbs., the 15 h.p. only 780 lbs., and the 20 h.p. only 1,200 lbs. Cushman engines are used on the famous Cushman combination threshing outfits. They are equipped with Throttle Governor and Schebler Carburetor; 4-cycle, water cooled, with friction clutch pulley. Many dealers are selling from 15 to 50 Cushmans a year in addition to their heavy engine business.



4 H. P. Cushman. Weighs only 190 Lbs.

The farmer wants an engine he can move around easily and put to work anywhere. Cushman Engines are built to do many jobs in many places. They operate grain binders, potato diggers, manure spreaders, etc. The 4 h.p. Cushman saves a team on the binder and does all ordinary work.

The One Perfect Binder Engine

For heavy grinding, driving small separators, etc., or for any power from 3 to 9 h.p., the 8 h.p. Cushman especially appeals to the farmer. Very economical, for Cushman engines receive just enough fuel to take care of the load at that moment on the engine. Result is uniform speed and maximum power. Not cheap engines, but cheapest for your customers in the end. Get the Cushman agency for 1918.

The Automatic Grain Pickler

The only machine of its kind in use. Handles grain at the rate of 135 bus. per hour. Light in weight; strongly built; perfect in action; low in price. Fully guaranteed. Weight of grain operates the machine. The kernels are thoroughly soaked, turned over and treated.

Lincoln Smut Cleaners

Ensure Clean Seed and Big Yields

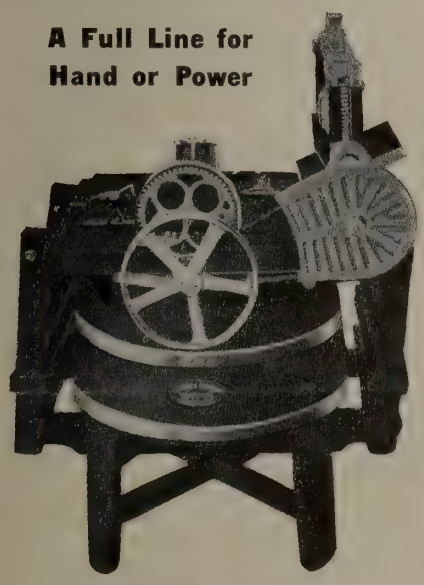
Sold on a positive guarantee to prevent smut. No. 3 handles 30-50 bus. per hour; No. 4, 50-75 bus. The Lincoln separates smut balls, wild oats, king heads, and all light seed from wheat, also wild oats and all light seed from barley. Grain is thoroughly pickled, dried and elevated to wagon box. Automatic skimmer an exclusive feature. Strong, heavy construction. Large, rustless solution tanks.

MADE IN TWO SIZES:

Write for Prices and Full Particulars

Help Out Busy Housewives by Selling Them

A Full Line for Hand or Power



"KLEAN KWICK" Vacuum Washers

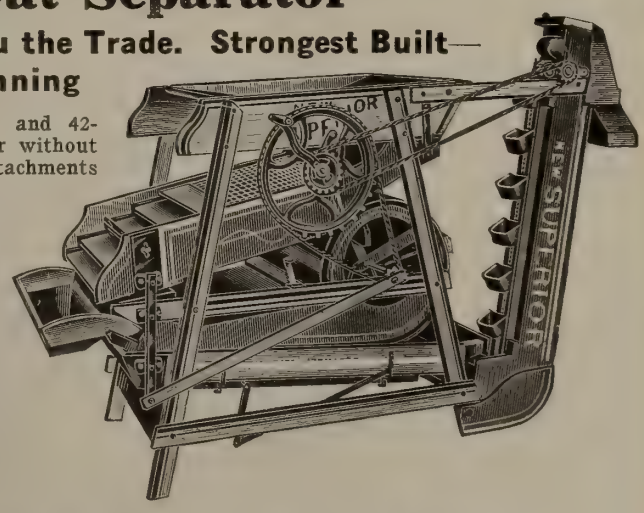
Tubs made of either cypress or copper. Revolving stomper rotates, raises and lowers, forcing hot suds through clothes by air pressure and suction. Do not damage the finest fabrics. All gears machine cut; all working parts guarded. The most efficient washers made. Let us send you particulars of this big selling line.

The Lincoln "New Superior" Wild Oat Separator

Will Get You the Trade. Strongest Built—Easiest Running

Made in 24, 32 and 42-inch sizes, with or without bagger. Power attachments supplied if desired.

Patented adjustable windboards give perfect control of blast; our special sieves eradicate all wild oat seed. Strongly built and bolted; has greater capacity and does better work than any mills of similar sizes.



Our 1918 Prices and Terms will Interest You. Get Them.

CUSHMAN MOTOR WORKS OF CANADA, LIMITED

Dept. E. WHYTE AVENUE and VINE STREET, **Winnipeg, Man. Distributing Warehouses: Toronto, Ont. and London, Ont.**

Builders of High Grade, Light Weight, High Power Engines for General Purpose Farm Work

Exclusive Selling Agents for: Combination Threshing Outfits—Langdon Ideal Self-Feeders—Fanning Mills—Smut and Pickling Machines—Vacuum Washing Machines—Lincoln Grinders—Lincoln Saws—Incubators—Universal Hoists—Portable Grain Elevators—Wagner Hardware Specialties—Mountaineer and Little Giant Neck Yoke Centres

Cushman Organization Holds Annual Rally

During the third week in November the travelling and sales staff of the Cushman Motor Works of Canada held their annual get-together meeting. At various sessions the year's efforts were fully gone into and many interesting and informative discussions took place.

The reunion came to a close with a luncheon at the Fort Garry Hotel on November 20, when E. B. Sawyer, Lincoln, Nebraska, president of the company, presided over a happy gathering, at which members of the trade and farm press were present. H. R. Eade, Winnipeg, and W. C. Shinn, manufacturer of Lincoln, Neb., were also guests.

After a splendid luncheon was done full justice to, President Sawyer gave an especially interesting speech, showing a wonderfully retentive memory by introducing every salesman present, giving a short history of his business career and prowess as a salesman. Mr. Sawyer also expressed the greatest satisfaction with the great progress made by the parent company at Lincoln, Neb., the Cushman Motor Works. Cushman light-weight engines were now a household word on the farms of this continent, said the president. Commenting on the phenomenal success of the Cushman organization, Mr. Sawyer said that it was nearly becoming a case of the tail wagging the dog instead of the usual procedure of the latter wagging its appendage. The success of the Cushman Motor Works of Canada, said he, had far exceeded the most sanguine expectations of the directorate.

All of the travellers of the company gave short individual addresses, exchanging experiences and ideas, and giving conceptions of what features were most important from the viewpoint of the man on the road. We were pleased and surprised to note the number of salesmen who largely attributed the success of their selling efforts to the consistent perusal and study of the advertisements displayed by the organization in the trade and farm journals. This factor was eulogised as a most important one by the salesmen, showing that advertising benefits both the man who sells and the man who buys.

The members of the press individually congratulated the company on its rapid development from a small beginning to the position of one of the most aggressive advertisers handling farm equipment throughout the Canadian West.

A. E. Donovan, manager of the Cushman Motor Works of Canada, expressed his deep appreciation of the compliments paid the organization of which he was head. He attributed in no small measure the success of their efforts to the whole-hearted co-operation of the press, while he paid an eloquent tribute to the loyalty, whole-hearted co-operation and indefatigable energy of the company's staff of travelling salesmen. The boys, said Mr. Donovan, deserve more credit than any other factor for the upbuilding of the Cushman organization. Each was individually a splendid ambassador of the house which they represented.

W. C. Shinn, manager of the Shinn Manufacturing Co., of Chicago, which concern make a well-known line of lightning protective systems, gave a very interesting and educative address on the value of lightning arresters and the marked efficiency of the flat section cable as compared to the round section conductor. In detail Mr. Shinn covered the points of superiority of the former system, commenting on the great success which had attended the installation of Shinn lightning protective systems in the United States. His address was greatly appreciated by all present. Amongst those present were:

E. B. Sawyer, president; A. E. Donovan, Canadian manager; Proctor Sawyer, W. C. Shinn, H. R. Eade and Vincent Donovan; John Herron, Southern Saskatchewan territory; A. E. Story, Northern Saskatchewan territory; A. Leader, Southern Alberta territory; A. C. Leader, Central Alberta territory; J. A. Halvorson, Northern Alberta territory; J. S. Girardin, Manitoba, and H. Warner, field expert.

Exhibit of Sharples Separator Co. at the recent National Dairy Show, at Columbus, Ohio

Sharples Exhibit at Dairy Show

The exhibit of the Sharples Separator Company, West Chester, Pa., at the National Dairy Show at Columbus was one of the noteworthy features of the great show. It was the largest and most pretentious exhibit the company ever staged at any dairy show.

The space covered by the Sharples exhibit was 36x62 feet. On entering the building, the visitor was confronted with the large electric sign and the entire exhibit was so arranged that it was a hard matter to get around it without dropping in and looking over the display of the Sharples suction feed, Sharples milkers, Sharples super-clarifiers, and the Sharples factory cream and whey separators. A table in the centre of the exhibit was provided for visitors who wished to write postcards, and attractive cards and postage were furnished free to all visitors at the Sharples booth.

The exhibit was designed and arranged by the advertising department of the company, and the sales work was in direct charge of P. D. Smith, sales manager, of the Ohio-Pennsylvania territory ably assisted by twenty-five Sharples salesmen from both the eastern and western territories.

The exhibit was an expensive one, but easily was paid for out of the business contracted during the ten days of the show.

Oliver Making Plow for Ford Tractor

It has been announced by the Oliver Chilled Plow Works, of South Bend, Ind., that the company is now turning out a special plow to be used in connection with the Ford tractor. Henry Ford, head of the Ford Tractor Co., Detroit, Mich., along with C. E. Sorenson, superintendent, recently visited the Oliver Chilled Plow Works. In pursuance with a demand from Great Britain the Ford Co. has gone into the manufacture of tractors on a large scale, while the Oliver organization has designed a plow especially adapted for use with the tractor. It is reported that shipments of tractors and plows will be made in the first of the year to meet the British demand for spring work.

The Wagon Loaded

A GOOD LINE FOR 1918

LLOYDS LOW-DOWN SPIRAL SPRING WAGON SEATS

Going Home

At the end of another year we thank you for the ever-increasing demand for our line of Wagon Seats. In the coming year we will be in a better position than ever to meet the Western dealers' requirements. Lloyds seats sell all the year around. They fit any wagon or sleigh box made. You can stock no more profitable specialty. For 1918 order your wagons less seats and supply the Lloyds. Ask for prices and special dealer's offer.

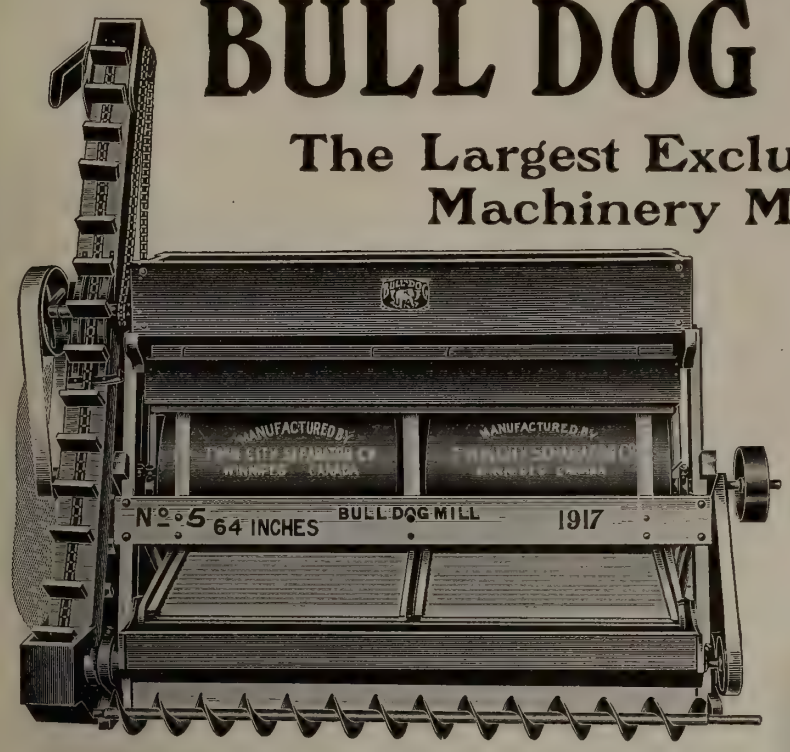
MANUFACTURED AND GUARANTEED BY THE

WAWANESA WAGON SEAT COMPANY

WAWANESA, MANITOBA.

BULL DOG FANNING MILLS

The Largest Exclusive Line of Grain Cleaning Machinery Manufactured in Canada



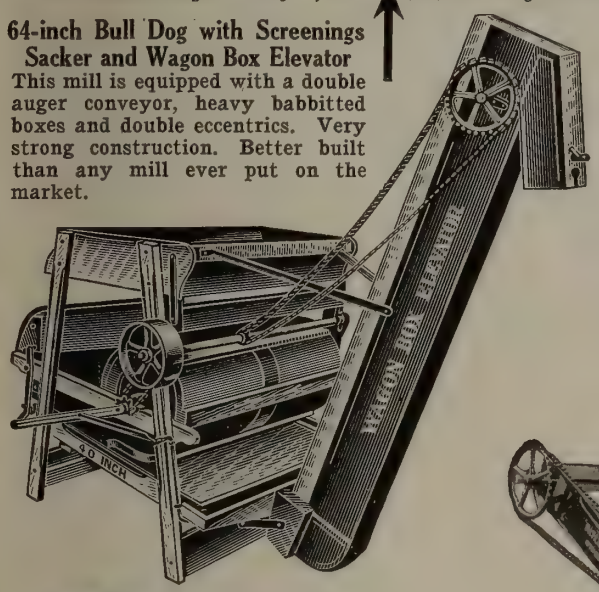
Note double auger conveyor; one for, screenings—one for seed grain.

Capacities: 25 to 150 Bushels per Hour

Here we show seven of our eleven sizes of BULL DOG Mills

64-inch Bull Dog with Screenings Sacker and Wagon Box Elevator

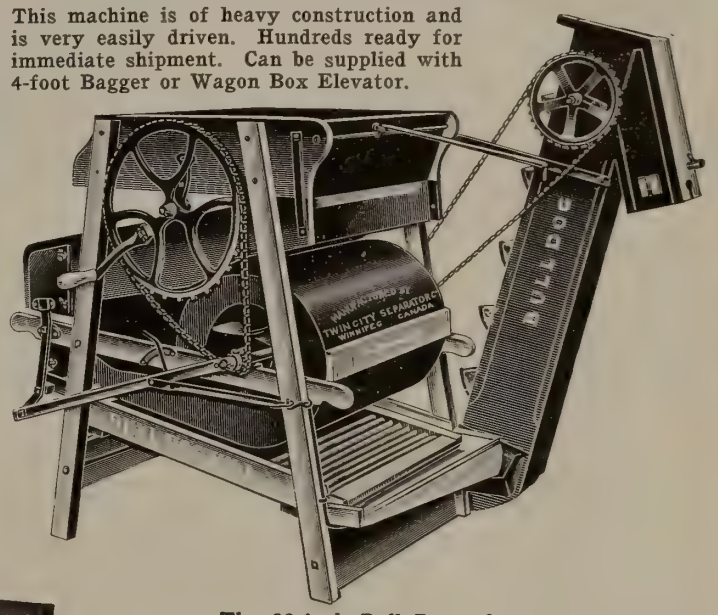
This mill is equipped with a double auger conveyor, heavy babbitted boxes and double eccentrics. Very strong construction. Better built than any mill ever put on the market.



The 40-inch Bull Dog with Wagon Box Elevator

The New 48-inch Bull Dog—the latest addition to our line

This machine is of heavy construction and is very easily driven. Hundreds ready for immediate shipment. Can be supplied with 4-foot Bagger or Wagon Box Elevator.

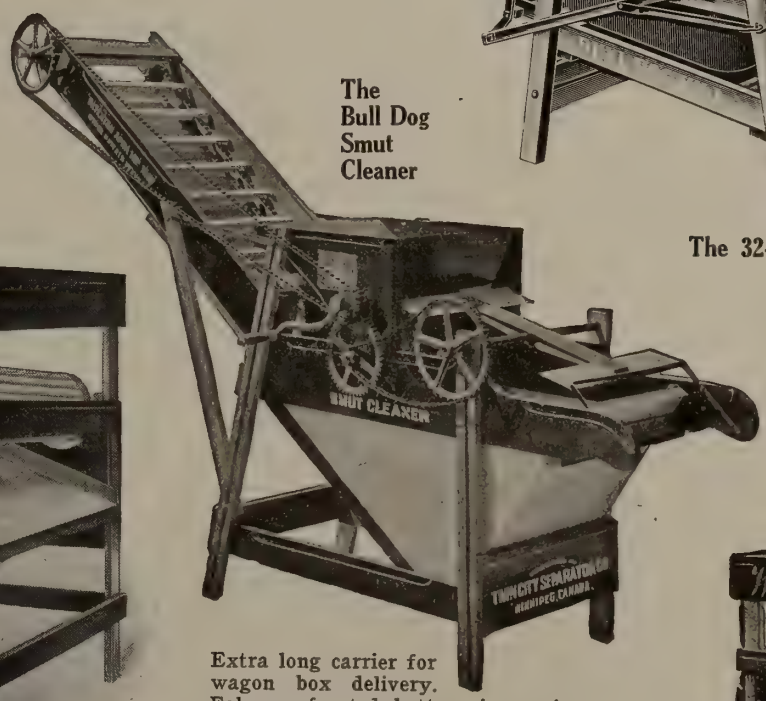


The 32-inch Bull Dog, shown equipped with Standard Bagger

DEALERS:

Bull Dog Mills are handled only through the Retail Dealer. They lead everywhere in Quality, efficiency and popularity. Now is the time to get our liberal Agency Proposition for 1918.

The Bull Dog Smut Cleaner



Extra long carrier for wagon box delivery. False perforated bottom in carrier; no liquid wasted. Large, low feed box; galvanized, rust-proof tank. Driven by hand or power.

Bull Dog Wild Oat Separators and Barley Cleaners

Are specially designed machines for taking wild oats out of tame oats, wheat and barley. Every farmer is a prospect for this machine. It does what no other machine can accomplish.

Model A, 3-Roll Wild Oat Separator. Made to separate Wild Oats from Barley—and DOES IT.

Model C, 6-Roll Wild Oat Separator. Made to separate Wild Oats from Barley, and DOES IT

"They Get and Hold Trade"

TWIN CITY SEPARATOR COMPANY, LIMITED

Off LOGAN AVENUE, on QUELCH STREET **WINNIPEG, MAN.**

Address all Correspondence from Southern and Central Alberta to R. W. DOW, Box 1406, Calgary, Alberta

s Announced in John Deere Executive

At a special meeting of the directors of the John Deere Plow Co., Ltd., held in Winnipeg on December 1st, several important appointments were made. David Drehmer was appointed vice-president and general manager of the John Deere Plow Co., Winnipeg, succeeding H. W. Hutchinson, resigned.

Mr. Drehmer, a photograph of whom we reproduce on this page, is a well-known figure in the Western Canadian implement trade. He has been connected with the trade since sixteen years of age, starting with a retail firm at Geneseo, Ill., in 1879. Eight years later he was made manager of the Geneseo Stove Co., which position he held for two years, retiring through ill-health. In 1889 he accepted a position with the Deere & Webber Co., of Minneapolis, for thirteen years traveling out of Minneapolis for that concern. In 1902 he was appointed sales manager of the Deere & Webber organization, and in January, 1908, accepted the position of assistant manager of the John Deere Plow Co., Ltd., Winnipeg, which concern was organized in the end of 1907.

This position Mr. Drehmer filled with conspicuous ability until January 1st, 1915, when he became manager and secretary-treasurer of the Winnipeg branch of the Deere organization. His appointment to the responsible position of vice-president will be good news to his wide circle of friends everywhere. During his sojourn in the Canadian West, for the past ten years, Mr. Drehmer has formed a close acquaintanceship with many men in the implement business. The greater majority of dealers with whom he has been in contact during that time regard him in the light of a close personal friend, not merely as his customers. His sterling character, pleasing personality, and innate courtesy, coupled with the utmost consideration for those with whom he is doing business, have made him one of the most popular men in the Western Canadian implement trade. With a wide experience of the implement trade in all its ramifications, and possessed of great executive ability and enthusiasm for the development of the West, we feel sure that as vice-president he will be of still greater value to the Deere organization. Since 1914 Mr. Drehmer has been very active in war work. Socially he is a popular figure in Winnipeg, and is an enthusiastic golfer in his spare time.

DAVID DREHMER, Vice-President of the John Deere Plow Co., Ltd., Winnipeg

On behalf of the Western Canadian implement fraternity, we wish him every success on his well-merited promotion.

Other Branch Heads

W. E. Underwood has recently been appointed manager and secretary-treasurer of the John Deere Plow Co., Calgary, succeeding C. G. Wuthrich, resigned. In the Regina branch of the Canadian Deere organization N. O. Berve will continue as manager and secretary-treasurer of the John Deere Plow Co. of Saskatchewan.

Considering Notes

Some farmers seem to think that if they are willing to sign a note, that is all that is necessary, and that the dealer ought not to ask any embarrassing questions about how the buyer expects to be able to meet the note when it falls due. In actuality, the dealer feels no great assurance from the signing of a note, unless he knows pretty well he is going to get his money for the paper on the day called for on the note.

It is better for a dealer to make himself somewhat unpopular, at times, by refusing to accept business where he feels that the farmer lacks the backing to justify the credit involved. If a dealer went to the bank with a $5000 stock of goods and asked for a loan of $10,000, the bank would see him a long way first. Some farmers who want credit are in a similar condition.

Writing a note does not involve the same mental process as paying out the cash. It is true there is the feeling that it will have to be met at maturity, but that period is way off in the future. Also there is the knowledge that if payment cannot be met when due, there is the possibility of that man losing his credit. A man who is conscientious in this matter will do all within his power to make good, to take up his note when due. If, by reason of circumstances he cannot meet a note at maturity, he will go to the holder and make a thorough explanation of the conditions. Merchants have helped many a farmer, and other people, too, in times when confronted with inability to meet their obligations. All retailers ask is to be given fair treatment when those helped find themselves in better financial conditions. But nearly every retail merchant can tell of instances where the help afforded in time of need was forgotten, just as soon as the recipients found themselves in better circumstances.

The time is past for selling anything but a good tractor.

The Work of the Plow

The farmer is often interested in the question of how much land can be turned in a day with plows of the various sizes. While many factors influence the results in different areas, it is possible to give a general average which is approximately correct.

At an agricultural college in the United States data was carefully compiled on the results of plowing 2,212 acres. It was calculated that it requires 3.4 hours man labor and 9.3 hours of horse labor for each acre.

Obviously the time required to plow an acre depends upon the size of the plow and the number of horses used. A 12-inch gang of two bottoms, requiring four horses to pull it, will average about 4¼ acres in a 10-hour day, with a furrow depth of 6 inches. Increasing the depth of the furrow reduces the area which can be covered by about ⅛ of an acre for each additional inch of furrow depth. A 3-horse sulky plow with one 16 or 14-inch bottom will average about 2½ acres a day. A 14-inch walking plow, with two horses, can plow about 1¾ acres in a 10-hour day.

Such data is based upon the average horse speed of two miles per hour. If that speed is exceeded, the area plowed will increase proportionately. This fact should enable the dealer to use the above data in estimating the plowing capacity of a tractor outfit. Given the speed of the outfit, the size and number of bottoms and the depth of the furrow, the area to be plowed daily can be arrived at fairly accurately by a little figuring on the part of the dealer.

The Hours That Count

It is regrettable that so many regard their work, if not with actual aversion, at least with something akin to it. Forgetful that advancement for the individual is the individual's problem and not the employer's, many become at first dissatisfied, then resentful, and finally — though they may not realize it — disloyal. With such a state of mind there is no possibility of progress. Once it has become a habit, pessimism and failure are inevitable.

The most important part of every person's life is the part devoted to work. The work hours are the gripping, throbbing, vital time. Men who are not happy in their work seek happiness in vain outside of it. Work is the divining rod with which the soul uncovers its treasure. Success never just happens; it is not an accident, but a result.

ADVANCE-RUMELY Branches Give Me Quick Service—

"I WOULD NOT be without my Advance-Rumely contract as long as I am in the machinery line," says Charles Bowden, Advance-Rumely dealer at Cabri, Saskatchewan.

"I appreciate the help the Company gives me through their travelling agent and through their Branch Manager, Mr. Arnot. I can't see, in view of this sort of assistance, why any agent can't make a success if he goes after the business as an agent should.

"As for quality—Advance-Rumely goods have no equal. I have sold in the past season one 25-75 Gaar-Scott; one 30-60 OILPULL, two 15-30 OilPulls, one 15-30 GasPull and three Ideal separators and one 6-furrow engine gang plow and all the customers are highly pleased with their outfits, as they are giving the very best of satisfaction.

"As for repairs—I have telephoned Regina in the morning and had repairs here that evening at 7 oclock—a distance of 190 miles.

"Any agent that can't do well on handling Advance-Rumely Company goods is at fault himself. Certainly the Company is not. The goods are just as the Company guarantees them and the Company is ready to stand behind what they say in all respects."

Advance-Rumely backs every agent with the same reliable machines and sure, dependable service.

Our 1918 contract is ready. In addition to our regular line of tractors and threshing machinery it includes a new size of the famous Oil-Pull *guaranteed* tractor, a small, light weight, *big power* outfit—14-28 H. P. Also new sizes of the equally famous Rumely Ideal Separator for the individual farmer's use—20 x 36 and 24 x 44.

Right now is the very best time to talk over details with us.

Advance-Rumely Thresher Company
(Incorporated)
Laporte Indiana

The New OilPull 14-28

Features in Hitch and Draft

In connection with the question of draft, few of us have given consideration to the axiom that it is easier to carry a load than to drag it, but it is far easier to wheel it than to carry it. It must be borne in mind that all road surfaces are not hard. On earth roads the track over which the wheels move is not parallel to the surface of the road. As the wheels continually crush the earth before them this hill should be a guide to determine the angle of the trace.

This imaginary hill must be considered. When the wagon is running on hard earth roads, the doubletrees can be placed on top of the tongue, and the angle of draft is about right; but when the wagon is running in mud it would be easier for the horses if the doubletrees were placed on the underside of the pole.

The height of the wheel, also, has considerable to do with the draft of the vehicle. A small wheel pulls harder than a large one, since it cuts into the earth much deeper before it gets sufficient surface to support the load. When it has once cut into the earth, it has a much steeper hill to climb each time in order to come out.

Tests made show that on a wagon with 21-28 inch wheels the draft in a clover field was 427 pounds, while in the same field with 36-40 inch wheels the draft was 372 lbs. On a wagon with 44-55 inch wheels the draft was 351 lbs.

If there is this much difference in the draft of wagons with the various sized wheels and all in favor of the larger wheels, the same conditions hold true that a load pulls easier when placed on the rear wheels of a wagon than when on the front ones.

Further tests show that the best place for the load is to have it distributed over both sets of wheels in proportion to the diameter of the wheels. As long as the angle of the trace is not changed, it makes no difference how far the load is away from the horses when it is carried on wheels. A long beam plow pulls just as easy as a short beam plow, and a long beam cultivator does likewise. The only advantage of having the short coupled machines is that the working parts of the machine may come closer to the ends of the rows.

Many erroneous impressions are in vogue as to the number of pounds that a horse can pull. The truth is that a horse cannot pull more than one-tenth of its own weight and keep it up all day, walking at a speed of 2½ miles per hour. In fact, a horse which weighs 1,500 pounds and pulls one-tenth of its weight at the rate of two and one-half miles per hour, will develop only one H.P. using the unit for a horse power which is used in testing steam and gasoline engines.

Shinn-Flat

is the greatest scientific Lightning Conductor ever devised. It is the only flat cable made in North America.

Sir Oliver Lodge, the great English scientist, in speaking of Lightning Conductors, said: "We are examining which form will carry off a charge most easily and with less liability to sideflash, and here thin ribbons show distinct advantage over round rod."

The U.S. Weather Bureau has made this statement: "It has long been recognized that wide metal ribbon is a better conductor of Lightning discharges than the same amount of metal in the form of either a cylinder braided or twisted conductor."

WRITE FOR TERRITORY AND TERMS AT ONCE

Shinn-Flat

(Formerly Known as National Flat)

Distributed from Winnipeg

The W. C. Shinn Manufacturing Co., Chicago, manufacturers of the Shinn-Flat System, has made arrangements with the Cushman Motor Works Ltd., of Winnipeg, to distribute Shinn-Flat to retailers throughout the western provinces.

Applications for agencies will be considered, and contracts made within the next few months for the season of 1918.

The dealer who has the agency for the Shinn-Flat System will find that it is not difficult to get practically all of the Lightning Conductor business in his community, as Shinn-Flat possesses so many advantages over old style cables or rods.

Furthermore, the Shinn-Flat can be sold with less than half the trouble you have ever had selling one of the old style Conductors. Anyone can see that it is a big improvement in cable construction.

Cushman Motor Works of Canada, Limited

WHYTE AVE. and VINE STREET WINNIPEG, MAN.

Lightning Can't Strike IF Shinn Gets There First

Smut Losses Great

The Commission of Conservation recently made an investigation of oat fields in Dundas County, Ontario. Some fields were found to be badly smutted, while on one farm not one smutted head was found. This farmer had thoroughly treated his seed oats for the past three years. On another farm the owner estimated that he had from 5 to 10 per cent of loss from smut, but actual and careful count of certain areas demonstrated that 37 per cent of his grain crop was lost from smut. This may seem startling, but the loss from this cause is generally greater than it seems. The straw which bears smutted heads is stunted and they are low down in the crop and not easily seen, so that there is a loss both in grain and in straw.

When one thinks of the comparative cheapness of either gravity or immersion pickling machines, it is strange that such conditions should continue to exist. It is safe to say that any year in thousands of fields, the loss from smut will actually exceed the amount of seed sown. The cost of treating seed is only a few cents a bushel, and at a loss averaging 2 to 3 bus. per acre the farmer is short-sighted who does not invest in a pickler or smut cleaner.

John Deere Travellers Hold Annual Meeting

During the week of November 19th the travelling representatives of the Winnipeg branch of the John Deere Plow Co., Ltd., held their annual get-together meeting.

During a series of informal discussions, presided over by David Drehmer, manager, the questions of terms, prices and contracts for the coming year were fully gone into. Each of the gentlemen present gave his views and suggestions, while various points were discussed whereby the organization's motto of service to the trade might be still further benefited.

It was reported that throughout the territory 1917 stocks on hand are reduced to a minimum, and that it seems evident from every standpoint that all indications point toward very large business during the coming spring. Despite phenomenal conditions in the supply and material markets, the Deere organization will, during 1918, be fully prepared to do its part to help win the war by distributing for the requirements of the farmers of the Canadian West a full line of labor-saving machinery whereby agricultural production may be increased.

D. B. Macleod, the popular sales manager of the Winnipeg branch, reports that rousing enthusiasm was the keynote with all present during the various sessions held. The general outlook was one of marked optimism, and the salesmen have returned to their respective territories fully prepared to make 1918 a record sales year for their branch. The convention closed with a luncheon at the St. Charles Hotel, while a group photograph of the travellers and sales executives was taken.

The following salesmen were present during the convention: R. S. Cochrane, W. Pinn, O. S. Wuthrich, G. D. McKessock, John Snydal and D. B. MacDonald.

Advance-Rumely Managers Visit Factory

The Western Canadian branch managers of the Advance-Rumely Thresher Co., recently paid a visit to the head office and factories of the organization at Laporte, Ind. Among these were: M. Carrothers, Winnipeg branch; P. Arnott, Regina branch; G. W. Macdonald, Saskatoon branch, and L. D. Benedict, Calgary branch.

These gentlemen report the factories as very busy and look forward to a very busy season with big sales during 1918. They went thoroughly into the supply situation while at Laporte and generally discussed the business situation and outlook as affecting their various territories.

John Appleby Dead

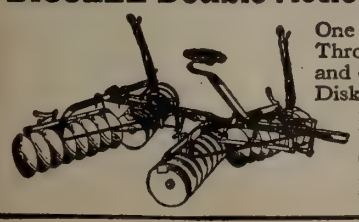
John F. Appleby, inventor of the automatic twine binder, now universally used on grain harvesters, died in Chicago on Nov. 8. There have been alterations and improvements on the twine binder, but the basic principle of the machines sold to-day is similar to that embodied in the original Appleby device. The late Mr. Appleby was born in New York state in 1845, and in 1858 designed his first knotter. In 1874 he perfected a wire binder. During recent years deceased had specialized in cotton harvesting machinery; until 1916 when he retired through ill-health.

The Foundation of the Business

The development of the farm machinery dealer into an automobile salesman was rapid, but it is questionable whether or not it will be a permanent feature in the trade. All business is more or less divided into two great fundamental parts—the supply of necessities and the supply of luxuries. It is still a moot point as to whether the automobile, in the vast majority of cases, is a necessity. But farm implements are anything but a luxury; they are the farmers' most essential factor, and his profit-building tools.

The profit from automobile sales may seem for a time to be greater than that from the old staple line, but in any one area a point of "saturation" can be reached. The demand for cars is not always the same or consistent, competition in that line is increasingly evident. Many dealers may not yet realize it, but a vast majority, more and more, are coming to the opinion that the foundation and saving grace in their business is the sale of the staple lines of farm machinery and implements.

BISSELL Double Action Harrows will thoroughly cultivate and pulverize any soil.



One Harrow is Out Throw; the other is In Throw. They are simply constructed, rigid and durable. The Gangs are flexible and the Disk Plates are so designed that they "hang" right into the soil. Bissell Harrows are built in sizes and weights suitable for horse or tractor use. Write Dept. E for free catalogue. 98

T. E. BISSELL CO., LTD., Elora, Ont.

P & O

Helping to Feed the World

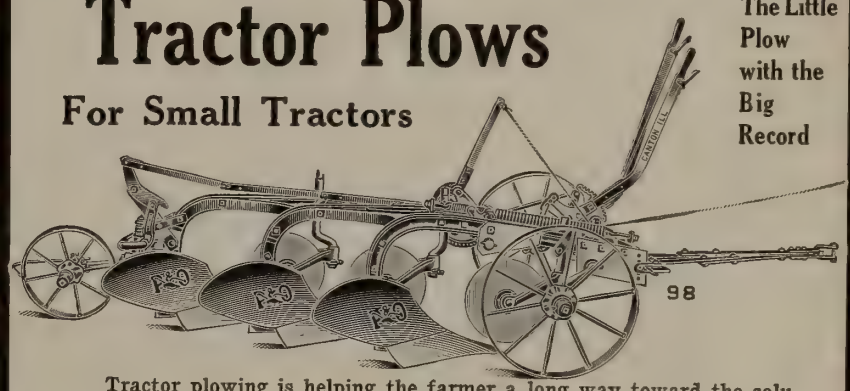
BEYOND a doubt, food, or the want of food, will be the greatest factor in restoring peace among the nations now at war. This being true, all those who have to do with the production of food have a duty fully as important as that of the men in the trenches. The farmer must make his acres produce more than they have ever produced before, and he must do it with less human labor. It is our bit to furnish him with implements which will help him to solve his power and labor problems. We manufacturers and dealers should make his problems our problems—we can ably assist him by building for him, and recommending to him, only those implements that we know will give him the greatest efficiency, and effect the greatest saving in time, power and labor.

P & O

Little Genius Power Lift Tractor Plows

The Little Plow with the Big Record

For Small Tractors



Tractor plowing is helping the farmer a long way toward the solution of his labor problems. One man with a P. & O. Tractor Plow and any good tractor can accomplish as much as one, or even several men (according to size of tractor plow), with ordinary gang plows. The P. & O. Little Genius is made in 2, 3, and 4 furrow sizes. It is an ideal plow because it is simple, strong, easy to handle, light in draft and always on the job. Examine the following merit points:

POINTS OF SPECIAL MERIT

Power furnished by the land wheel raises and lowers the bottoms at the will of the operator.
High level lift on all three wheels gives ample clearance for trash when turning or transporting.
Only one trip rope required.
Rear wheel lift responds instantly to action of power lift device. No sliding parts.
Bottoms are forced—not merely dropped—into the ground by the whole weight of the plow.
Only one-half as much power required to raise the bottoms of the P. & O. Little Genius as is required on any other similar plow.
When the plow is at work, the levers are within easy reach of the operator from his position on the tractor, but when the bottoms are raised the levers are at the same time thrown back out of the way and will not interfere with the tractor in turning.
The levers and bottoms are counterbalanced by springs, making them easy to operate.
The hitch is provided with a pin break coupling, which insures both plow and tractor against breakage on hidden roots or stones.
The hitch is adjustable and adaptable to any tractor.
Notice that spuds are not required on the land wheel—indicating an easy lift.
Will plow to a depth of ten inches.
The No. 2 Little Genius is furnished in two and three-furrow sizes. An extra plow attachment can be furnished to convert the two-furrow into a three.
The No. 3 is a four furrow plow with 14 inch bottoms.
Any of the standard types of P. & O. Bottoms, in 12 or 14-inch.
Extra wide clearance between bottoms enables the Little Genius to work in trashiest ground.
High-grade Rolling Coulters with chilled cone take-up bearings and extra heavy shanks.
Beam braces extend clear down around throats of beams, adding great reserve strength at points subjected to strain.

Made by PARLIN & ORENDORFF CO., Canton, Ill., U.S.A.

International Harvester Co. of Canada, Ltd.

SALES AGENTS FOR CANADA

Winnipeg Saskatoon North Battleford Yorkton Estevan Calgary
Brandon Edmonton
Regina Lethbridge

P & O

Silo Trade in the Future

As mixed farming steadily increases in the Canadian West, the silo is more and more becoming a necessary part of the modern farm. With the development of this type of farming, there is opened to the implement dealer a rich field in ensilage machinery and silo materials.

"The conservation of our agricultural resources requires the widespread use of the silo," is the doctrine being preached to farmers and stockmen by colleges and farm experts everywhere.

Even when a farmer has an outfit it is not amiss to remember that when he adopted the silo as a part of his equipment, he bought conservatively, almost timidly at first and frequently found himself with a silo, a cutter, and engine too small to serve him to the best advantage. Silos will yet be in demand on a big scale. This means larger silage outfits, or it may mean a cutter of greater capacity, a heavier engine. Tractor power for cutting ensilage is a rapidly growing favorite, due undoubtedly to the appearance on the market of the moderate-priced, small, general-purpose machines. So silo power demands might even prove the entering wedge for tractor sales.

With high-priced alfalfa and grains many farmers were caught unprepared during last winter and spring to furnish feed to their stock. Those with silos suffered much less loss in production of milk or beef or mutton. Production is and should be the aim of all farmers in these days of war necessity. Increased production in all lines of stock is necessary, and in no manner can it be more easily and better solved than by using a silo. The silo will increase production, it will conserve feed, it will help solve the winter-feeding problem and give the greatest returns when market prices for butter fat are highest.

Barn Equipment an Essential

In the modern cow barn clean and sanitary conditions are largely dependent upon the kind of equipment used. Steel stalls are vastly superior to stalls made of wood. Stanchions of the right sizes and of the proper construction are a necessity. It is a difficult proposition to feed a herd of cows and to keep the barn clean and sanitary if feed and litter carriers are not used. Owing to these facts the dealer who caters to the trade of dairymen will supply a demand for stalls, stanchions, feed and litter carriers, etc.

When deciding upon the type of stalls to use, the experienced dairyman first desires stalls so constructed that they will not obstruct light or ventilation; second, that they are free from cracks or crevices which will collect filth and harbor bacteria; third, that they are free from sharp projections upon which a valuable animal might injure itself; fourth, their durability.

The handling of modern barn equipment gives the implement dealer a line that is becoming increasingly important, and one which represents great opportunities for business.

The Value of Repair Service

A farm implement concern at Hope, N.D., in a series of advertisements to its customers, issued some sentiments which are applicable to any community and of value to any implement dealer. These announcements said in part:—

"A fully efficient implement business cannot be operated upon as close a margin as many lines if it is to render full service. For, the most of the line is a once-a-year 'turnover' and if not sold in the current season has to be carried a full year with the interest, insurance, taxes and depreciation incident thereto. Then, again, the cost of building and maintaining the right kind of a repair room and keep-up repair stocks represents more of an investment than many folks realize, and on some lines it eats up all the commissions on the portion of the stock sold during the year; yet, a 25c. casting may mean a saving of $25.00 to a customer in the field, and it is an item worthy of consideration in determining what price you should pay for a farm tool.

"Some of the other things to consider is whether the machine is standard, and you can go anywhere with it and get repairs; whether it will sell for what it is worth if you wish to resell it; whether it is durable and you will get the maximum of years use and low cost of upkeep; and the organization behind it, both local and state-wide.

"We have plans to improve our repair business still more, and feel sure that in the future we can give you better service along all lines. We think if you will take our price and measure it by the goods we sell, and the service and assistance we will be able to give, that you will find that you get value received."

Three Sizes: 24, 32, 48 inches

"HERO" Fanning Mills will get you the Trade in 1918.

1918 will be the decisive year. We must have maximum yields. Help your customers win the war by selling them.

"HERO" Fanning Mills

BOOK YOUR ORDER NOW AND ENSURE DELIVERY
"Hero" Fanning Mills are Sold only through the Dealer

"Hero" Mills are made in three sizes to suit any size of farm. They have glazed cambric curtains—a patented feature found on no other mill—which eliminate all wild oats from barley and wheat. They absolutely clean all grain and grass seed.

Easily driven. Have a capacity of from 40 to 80 bushels wheat per hour. All sizes can be equipped with pulley for power drive.

Durable, strongly built, simple design. They clean and grade the grain better than any other mill made. By sowing properly graded seed the "Hero" will pay for itself on every 30 acres.

Enables the farmer to keep his fields clean by sowing strong, healthy seed. He saves dockage, conserves his screenings, secures better and bigger crops and top prices. Standard equipment includes five sieves and six screens. Standard or special 8 and 10 foot baggers furnished for all sizes. Every mill sold on a positive guarantee, and we guarantee dealers delivery of all mills sold. See the Ackland traveller or write us direct for full information and 1918 propositon.

Manufactured and Guaranteed by the HERO MANUFACTURING CO. LTD.

Exclusive Sales Agents for Western Canada

The Best Place — D. Ackland & Son, Limited — *The Best Goods*

Calgary
Edmonton

TRADE A&S LTD MARK

65-68 Higgins Ave.
Winnipeg

What the Small Tractor Does

A farmer makes the statement that every small tractor placed in the field will be equivalent to two extra men on the farm. With a small tractor one man can do the work of three men in some cases, and of two men in many cases. It will reduce the cost of plowing 50 per cent, of seeding 50 per cent, of cutting the grain 25 per cent, and of threshing 50 per cent. It will also reduce the cost of summer fallowing by 50 per cent.

The best results that can be obtained from horse power in plowing anything like heavy land is one acre to the horse, at a cost, including harness, of $250 per horse. The cost for horse power that will do the same work in the small tractor is just about $100.

One man can plow as much with the engine as three men can with horses. With the power lift seeder one man can sow as much as three men with horses. In cutting the grain the difference is not so great as it is necessary to have one man on each binder and one man on the engine. On summer fallow or breaking one man is equal to three. In threshing we find the greatest saving. A 12 h. p. engine on the draw bar will handle a 24-inch cylinder with all the latest equipment, threshing under favorable conditions, 100 bushels of wheat per hour, while an outfit of five to six men and four teams will do the work at a total cost with fuel included, of $32 per day.

Uniformity in Tractor Design Wanted

There is such a diversity of construction of tractors, that it is not inconceivable that, after looking at the different makes of entirely different types, the farmer becomes bewildered and decides that the problem of which tractor to buy is too great to be solved and that it would be better to stick to his horses.

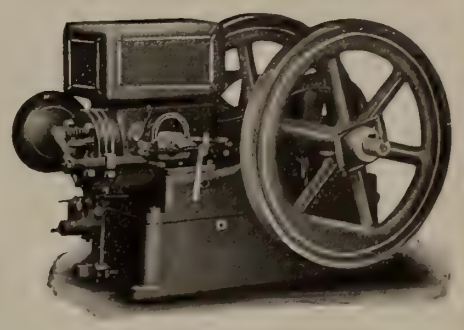
The types of construction—and there may be two or three, for specific purposes—are bound to become similar, and the more quickly this is brought about, the sooner will the problem of manufacture, selling and service be simplified. There is need in this country to-day for thousands of tractors, but the farmers in general are skeptical and must be shown. The farmer who has accepted such tractor equipment, has, many times, received it without being properly instructed in its use and application, so that too often dissatisfaction is the result. Tuition should always be given the customer.

Salesmen have taken a derogatory attitude in regard to their competitors' product and have made such impossible claims in regard to their own, that the average farmer to-day has the idea that all tractors are far from what they should be. Every tractor producer knows that tractors cannot be sold in quantities necessary to meet requirements for foodstuffs. When we come to appreciate this, and eliminate backbiting, a big advance will have been made. Educate the owner; stop knocking competitive lines and get together on types of design is my advice to tractor manufacturers.—Geo. W. Dunham, Pres. S.A.E.

DON'T DECIDE ON AN ENGINE

FOR 1918 UNTIL YOU INVESTIGATE

JUMBO Kerosene-Gasoline ENGINES



IN SIZES 3, 5 and 7 H.P. CHEAP, YET DEPENDABLE POWER. THEY MEET THE DEMAND.

JUMBO Throttling Governor oil engines are built especially to use kerosene and cheap fuels as well as gasoline. Develop full-rated power; strongly built on iron sub base. Few parts—easy to operate and very durable. Throttling governor gives steady speed at all loads. No fuel pump required. Equipped with Webster magneto. Every engine shipped ready to run. There's a demand for the JUMBO in your district. Write nearest branch for full particulars. There are more quality selling points in the JUMBO than in any other engine of similar horse-powers.

Manufactured by **Nelson Brothers Company** Saginaw, Mich., U.S.A.

WESTERN CANADIAN JOBBERS

Tudhope-Anderson Co. Limited

WINNIPEG REGINA SASKATOON CALGARY

High Grade Construction Counts in the Field

At the Fremont National Tractor Demonstration the

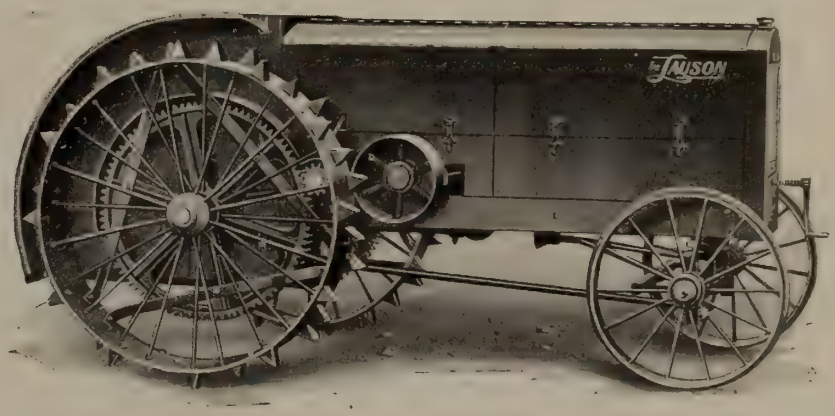
LAUSON

was one of the few Tractors which carried an official Kerosene Card.

During the Endurance run, the Lauson 15-25 Kerosene Tractor plowed 11½ hours, without stopping, with tanks sealed, using 17 gallons of kerosene and one pint of gasoline for starting. During the run, three 14-inch plows were pulled in heavy gumbo sod land, at an average depth of 7½ inches.

At the Toronto Tractor Demonstration the Lauson plowed 9 inches deep, pulling three 12-inch bottom plows. Both demonstrating machines were sold to the Ontario Government Dept. of Agriculture.

Lauson Tractors are making equally as good records for deep plowing, in the hands of the user, in every tractor district. Mr. W. G. Fribley, of Assumption, Illinois, writes he pulled a



No. 24 Silberzahn Ensilage Cutter, with 22-inch blades, with blower, to its full capacity, filling a silo 60 feet high.

Mr. Anderson, of Bygland, Minnesota, writes he was running a 27x42 Separator with feeder and blower to full capacity.

The 1918 Model has enclosed driving gears and 21 (jewels) Roller and Ball Bearings.

Construction such as found in the Lauson proves its worth to the Dealer in satisfied customers. Write us to-day; your territory might be open.

The John Lauson Mfg. Co., 56 Monroe St., New Holstein, Wis.

The Man Who Popularized the Light-Weight Engine

Not so many years ago a few men foresaw the steadily growing need of the farmer for an engine that could be used for a greater range of work than was at that time possible with the ordinary farm engine. This meant the production of an engine with a combination of light-weight, compactness, perfect balance, strength and durability—an engine that would average only from 40 to 60 lbs. per horse-power.

It was realized that the more jobs, the greater range of work the farmer could accomplish with his engine, the more value that particular engine would be to him. This development of the light-weight engine required not only mechanical ability of a high order, but also ingrained convictions of the engine user had to be overcome, the light-weight high speed idea proved practicable, and the engine successfully marketed. The Cushman engine was developed. It met every need, possessed the essential factors, and to-day Cushman engines are a standard part of farm equipment.

To more than any other man the development and popularity of the Cushman light-weight engine is due to the engineering, executive and administrative ability of Everett B. Sawyer, president and general manager of the Cushman Motor Works of Lincoln, Nebraska.

Mr. Sawyer was born in Schoolcraft, Michigan, on Feb. 9, 1877. Coming west to Nebraska as a youth, he entered the University of Nebraska, specializing in mineralogy, engineering and other scientific subjects. From that educational institute he graduated in 1898, and until 1909 was engaged in mining, engineering and the real estate business. In that year he took control

EVERETT B. SAWYER
Head of the Cushman Organization

of and completely reorganized the Cushman Motor Works, of Lincoln, Neb., taking over the plant when it was smaller than the present Canadian organization of the company. Under his control the Cushman factories and output have shown a phenomenal advancement. The capital of the company has been increased in eight years from $200,000 to $700,000, and on harvest fields everywhere the horse, if he could but speak, feels devoutly thankful for that whirring mechanism on the binder behind him—the Cushman binder engine!

Even more pronounced than the development of the parent company has been that of the Cushman Motor Works of Canada. Mr. Sawyer had the greatest confidence in the development of the Canadian West. He foresaw the immense demand for light-weight engines in this vast agricultural territory, and that his confidence and vision have been vindicated is more than evident.

As well as being head of the Cushman Motor Works of Lincoln, Neb., and the Cushman Motor Works of Canada, Mr. Sawyer is president of the Lincoln Box and Manufacturing Co., and of the Queen City Incubator Co., also of Lincoln, Neb. Combining the scientific and mechanical training of an engineer with great organizing ability and administrative capacity, Everett B. Sawyer more than any other individual is the man who has developed, proven mechanically and successfully marketed the modern light-weight, high-power, all-purpose farm engine.

Sharples Service Emphasized

In a recent interview, A. P. Jennings, manager of the dealers' service department of the Sharples Separator Co., West Chester, Pa., said:

"Dealers and farmers are enthusiastic over the Sharples suction feed separator and the success it has attained during the past two years. Further, I find everywhere that Sharples dealers are well pleased with the wonderful service we are giving them. The Sharples organization not only contracts with the dealer for the sale of Sharples separators, but it works with and for the dealer. This is not a theoretical service, but one that they can 'cash in' on."

Profits From the Tire Business

In the majority of cases the implement dealer who does not handle automobiles considers that the sale of automobile tires and tubes are a line he need not worry regarding. Yet in this line there is a large and growing opportunity. The automobile is here to stay, and its popularity is creating an enormous demand for tires, tubes and accessories. The dealer seldom stops to consider the potential tire market in his town and locality, as represented by the number of cars in the community. Every car requires at least four tires a year and an equal number of tubes.

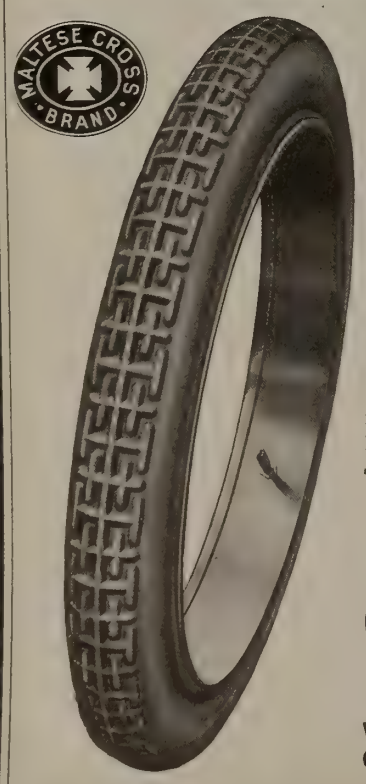
This line is well worth investigation by the implement dealer. Tires, tubes, and the various accessories will not spoil when kept in stock and with even a small amount of sales energy the rate of stock turn-over and the profits are very satisfactory.

All farm implement merchants have a large number of automobile owners as their customers. They possibly sell these car owners such supplies as automobile polishes, bolts, wrenches, hammers, pliers and other tools used about the car. It is then a simple matter to secure the customer's tire and tube business. In most cases the customer would prefer to buy his tires and tubes from the old-established implement store at which he has been doing business for years.

Knowledge in Merchandising

Any system of book-keeping or cost accounting is especially valuable in that it helps the storekeeper to become a real merchant, with that much greater possibility of success. The purpose of any system of business records is of vital importance, for the dealer must know not merely how to sell goods, but must know what his daily sales are, what it is costing him to do business, what his stock is worth and how it turns, how much money his customers owe him, how much he owes his jobbers, how much cash he has on hand, and what his profits are. In short he must constantly, daily, know whether his business is progressing and how much it is worth.

Don't have a slack season.



SIZE UP THE 1918 DEMAND IN YOUR DISTRICT FOR

PARAGON TREAD TIRES

"By Miles the Best"

There are now over 63,000 automobiles in the three Prairie Provinces. During 1917 these cars will have used around 254,000 Tires and Tubes. During 1918 this tire and tube demand will be enormously increased. Are you overlooking the very profitable business, right in your territory, for the sale of "Maltese Cross" Tires? Every car uses an average of four tires a year. Take the number of cars in your town and district, multiply the total by four, and you have the probable demand for tires—allowing four for every car. Even though you only sell to twelve owners, you will net a handsome profit during 1918.

THE "MALTESE CROSS" LINE OF TIRES (*BLACK TREAD—RED SIDE WALLS*) AND TUBES—BOTH *GREY* AND *RED*

is pre-eminent in quality, value and demand. It means profitable business to the "Maltese Cross" dealer. Do you want your share of this trade in 1918?

GUTTA PERCHA & RUBBER, LIMITED

FACTORIES: TORONTO

WESTERN BRANCHES:

Winnipeg Fort William Regina Saskatoon
Calgary Lethbridge Edmonton Vancouver

The Opportunity for Washer Sales

Women especially on the farms, have for years been observing how men adopt labor-saving machinery to their advantage and gain. Let it be said right here that in too many farm homes the lady of the house has a justifiable cause for a grouch. Why is it that a man will buy the latest in farm machinery, will cut down his chores by purchasing gas engine power, will equip his barn so that his cows have sanitary surroundings, yet will let his wife undergo the weekly drudgery of washing by hand?

The washing machine is no experiment. It is here to stay, a proven, efficient labor saver for womenkind. Thousands of them are sold every year. Firstly, we had the hand machine, which the average boy looked at with pain, since it usually was his task to operate it. Now we have the power washer, which can be driven by engine or electric power, or by an individual engine embodied in the machine.

Human hands cannot wash so well as a good type of washer. The manufacturers of these machines have studied the principle of mechanical washing so that the modern washer in its work excels the weary back-breaking efforts of the woman at the tub. Ordinary washboards, as used by countless women, do more damage to fabrics, and wear them out more quickly than the washing machine.

The types of washers are many, and hard indeed it is to say which design is superior. There are peg tooth machines, oscillating machines, vacuum machines, rotating and plunging machines, and so on. But all seek to apply the same principle. They do not clean by rubbing the clothes, for it is the friction caused by forcing the water through the fabric that removes the dirt. In the washer this liquid friction is caused by moving the clothes through the water in one direction and then suddeny changing the direction.

No woman really likes mechanisms, and the simpler the washing machine the more popular it is likely to be. Simplicity prevents trouble and the woman on wash day does not want trouble.

As in all lines it is essential that the dealer gets the agency for a good line of machines—both hand and power. He should have samples on the floor, and have the power washers coupled up to a line shaft or motor so that they can be shown in operation. Simplicity of upkeep and ease of operation are strong selling points —also safety as regards moving parts so that there may be no question of the children being injured.

Direct your appeals to the feminine population—whom you will find easily interested. The field for sales has but one limit—the number of women in the district who do their own washing. Every woman is a prospect who has not got a washing machine.

Help Engine Sales

Power washers have many times been known to promote the sale of gas engines. A farmer may have realized the need of a gas engine for some time, for pumping or other light work. Perhaps he has hesitated in buying it because he did not see where he could get enough varied usage from it to justify the purchase. The washer adds one more function to its field of usefulness and it may be the straw that will eventually break down the barrier to a sale. Oftentimes a farmer cannot obtain his wife's consent to the purchase of an engine until he thinks of the washer!

There isn't any particular selling season to power washers. There is a demand for them the year around. Washing has to be done every week and the housewife who gets a notion in her head that she wants a washing machine isn't going to wait for any particular season to buy one. If there are any seasons when washers sell better than at other times it is during the spring and fall months. Then it is that the housewife is preparing for the change of seasons.

Around Christmastide is a good season to make an especial effort for washer business. The farmer is in a satisfied mood after the year's operations, and a washing machine is one of the best presents that "mother" can have. This is the one season when washer sales can be made to the male side of the house.

Concentrate on one line of machines. Get literature from the makers and send it out to your lady prospects. Give washing demonstrations in the store; use the local paper for a series of advertisements on eliminating the drudgery from wash-day. With a good line, well displayed, and with your territory acquainted with the fact that you handle washing machines, you will find that the washer is a mighty profitable asset in your business.

Get a washer line for 1918.

THE MAYTAG DOMINATES THE POWER WASHER WORLD

THIS has been another Maytag year—a year of unparalleled achievement for Maytag dealers and for us; 1918 is going to be a year when the Canadian housewife will recognize more than ever before the unquestioned superiority of Maytag Washers.

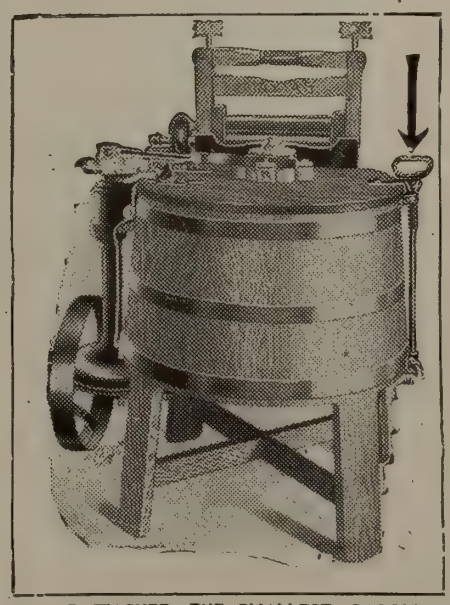
Maytag supremacy was demonstrated during 1917 by turning into Maytag stores the most tremendous volume of business ever recorded for a Power Washer utility, and in the coming year it will go stronger than ever.

Logically, it will be easier for you to sell a half dozen Maytags than a single washer of less merit. But, you must have the goods to sell. Don't lose a single chance to cash in on every sales advantage which is bound to be yours if you are prepared to meet the natural desire for this, the most remarkable seller in the Power Washer world. Maytag supremacy is an asset you cannot afford to overlook.

Put the Influence of this Tremendous Maytag Supremacy BEHIND YOUR STORE

THE MAYTAG POWER WASHER

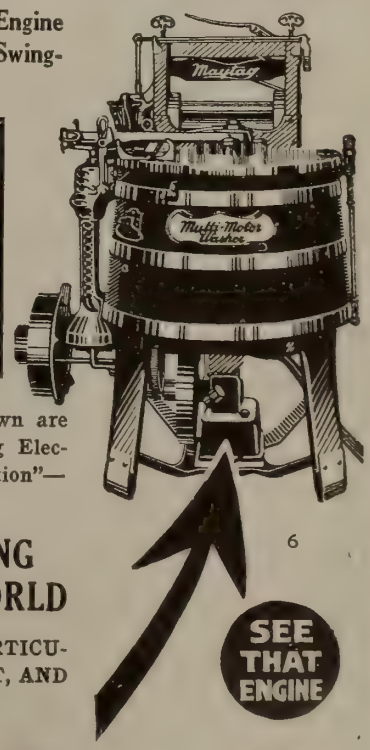
Equipped with Pulley, to be driven by a separate Engine



POWER WASHER, THE SMALLEST GASOLINE ENGINE WILL RUN IT.

THE MAYTAG MULTI-MOTOR WASHER

Complete with Engine and Reversible Swinging Wringer



HAVE YOU JOINED THE ARMY OF WIDE-AWAKE DEALERS WHO ARE HANDLING OUR LINE OF WASHERS?

In addition to the machines shown are two other washers, "The Magtag Electric, and "The Maytag Combination"—Hand or Power making the

FOUR BEST WASHING MACHINES IN THE WORLD

WRITE FOR PRICES AND PARTICULARS re EXCLUSIVE CONTRACT, AND DO IT TO-DAY—NOW.

6

SEE THAT ENGINE

The Maytag Company, Limited Winnipeg, Man.

Joseph Dain, Sr., Dead

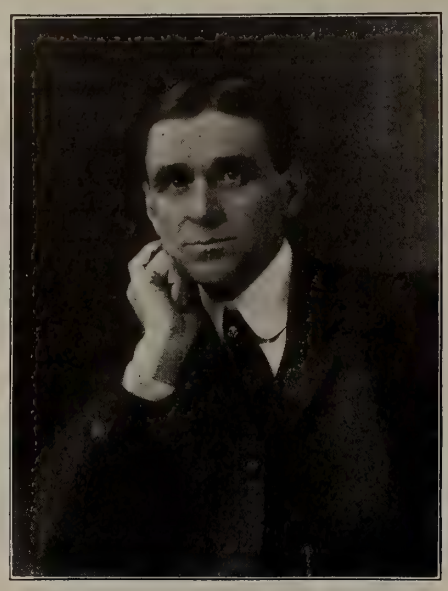
Joseph Dain, senior, prominent member of the Deere & Co. organization, died at Minneapolis on Oct. 31. He took a chill while on a business trip; complications set in and death came after an illness of two days. Many prominent men in the United States implement industry attended the funeral, deceased being buried in the Riverside mausoleum at Moline.

Throughout the farm implement world Mr. Dain was widely known as an inventor and manufacturer. He was especially interested in the development of haying tools. He was president of the Dain Manufacturing Co., vice-president and director of Deere & Co., and a director in several of the Deere subsidiary concerns.

The late Mr. Dain was a Canadian. He was born on May 3, 1859, near London, Ontario. While a small boy his parents moved to a farm in Northern Missouri, where as a youth the late gentleman was engaged in the retail furniture business. Of a naturally inventive disposition, he saw the great need for machinery, which would lessen labor and shorten the harvest period—especially in the methods of handling the hay crop.

He invented first an automatic stacker and then an improved sweep rake. Farmers were dubious; they insisted that hay would not keep if handled with machinery. It had to be heaped in small cocks, they said, and left to sweat until it could be safely stacked. But young Dain had belief in his inventions. He went in the fields with his machines, assisted in operating them, and guaranteed that hay handled by his machinery would keep. Use of the Dain hay tools everywhere has fully justified the belief of their inventor.

The first patent was granted



THE LATE JOSEPH DAIN, Sr.

Mr. Dain in 1882, the tools being built in a small shop at Springfield, Mo. In 1883 a factory of greater capacity was built at Armourdale, Kan., and in 1887 the Dain Mower Co. was started at Carrolton, Mo., stackers, rakes and mowers being produced.

In 1890 the business was incorporated with a capital of $40,000 under the name of Dain Mfg. Co. In a few years this capitalization was increased to $200,000, and in 1900 the enterprise was moved to its present location at Ottumwa, Iowa. In 1910 the big plant entered the family of Deere & Co. factories. From the time of its origin until his death Mr. Dain was president of the company.

Although one of the most successful men in the farm implement world, Mr. Dain was extremely modest in regard to his accomplishments. He took great pride in the work of his inventions, but the part that he played in the development of Dain machinery he always kept subordinate.

A man of pleasing and unassuming personality, the late Mr. Dain had a host of friends. He retired, in October of this year, from the presidency of the U.S. National Implement & Vehicle Association. He is survived by his wife, a son and two daughters.

Keeping Fence Trade at Home

A great deal of the wire fence trade has been done direct, and in this line there should be good opportunities for the local dealer who awakens to the fact that good money is going past his door.

During the spring months, in almost any farm paper, you will find advertisements directed at the farmer, in which there is no mention of the local dealer. You may think that because the feature in these advertisements is usually an exceptionally low price, only that type is sold. But there are usually other lines mentioned—while the average farmer is well aware of the kind of fencing he can get at an exceptionally low price per rod.

Yet to-day concerns are manufacturing fence which the dealer can sell at a reasonable price and yet realize a good profit. When the farmer knows that he can buy good fencing at home—and can see it before he buys—he is certainly going to show some interest in the wire the dealer stocks.

When he has got a stock of good grade wire, yet not too high in price, the dealer can adopt the method of off-setting the sale of the cheap product in his community by using the local newspaper and quoting the price per rod. Out in front of his store he can keep a few rolls of the wire and fence in sight. We must never forget that a great many farmers who are interested in these low-priced wires do not buy such wire more than once. Experience teaches them that the weight is not suitable to their needs. If the dealer can fill future orders he can get the business.

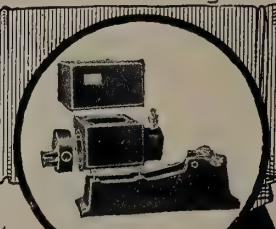
Most dealers will find that by stocking a cheap fence the farmers will come in and look at it because of price, yet after sizing up the different weights and prices of the goods in stock, decide to buy the heavier line, but the most any good advertising can do is to bring the farmer into the store and it is up to the retailer to close the sale. On this basis, there can be no arguments about featuring the low priced fence, as a leader, to bring in the trade, even though the light fencing is not suitable to that locality.

There is always more or less of a demand for temporary fencing in all parts of the country; in fact, some localities use large quantities of this light fencing for permanent enclosures, so it is hard to find any logical objections to putting in at least a small sample stock of this anti-mail order fence.

The average fence manufacturer is always willing to circularize the list of names furnished by his dealers in the interest of those dealers, and advantage of this fact can be taken.

The dealer who cuts prices to get even with his competitor is exactly like the loony old gentleman who cut off his nose to spite his face.

MECO ENGINES



Knock-Out Mail-Order Competition

MECO Engines are unquestionably the greatest engine value you can offer your customers. Reasonable in price; have every desirable feature of design and construction. Simple, substantially built, medium weight. Center-fire ignition; valve-in-head design. Safety spark shift—start easily. Easy to operate. Low fuel consumption. Ask us for full specifications of the MECO.

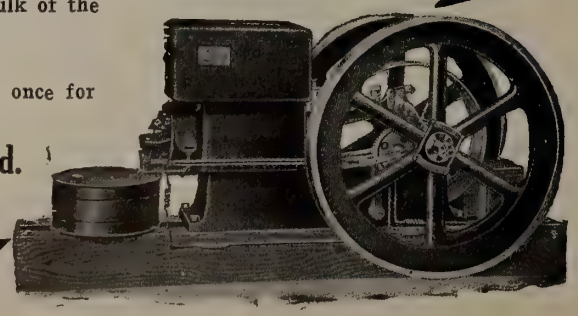
Made in Sizes: 2, 3, 4, 6, 8 and 12 Horsepower

No matter what engine line you are handling, you should investigate MECO prices and MECO quality. These four-cycle, water-cooled engines, durable and dependable under all conditions, will secure you the bulk of the engine business in your vicinity.

SPECIAL PRICES TO DEALERS

Our prices will interest you. Don't delay; write at once for full particulars. Distributors:

The John Stevens Company, Ltd.
661 HENRY AVENUE, WINNIPEG



PUMPS
AND
Clothes Reels

Made in the best equipped factory in Canada.

We make and handle pumps for all kinds of work.

We also install hydro-pneumatic Farm Water systems.

SUCCESSORS TO
The Riesberry Pump Co.
(Established 1882)
WRITE FOR DEALERS' PRICES
North-West Pump Co.
T. N. WILLIAMSON W. J. MERRELL
Phone 607
19-6th Street Brandon, Man.

Electricity on the Farm

The comforts and conveniences that are afforded the farmer from investment in an electric lighting plant are many. He procures the best and safest light possible merely by turning a switch. He can have lights all through his house, from the house to the barns, and in the stables, barns, workshop, or any other necessary location.

Carelessness in handling matches has caused many costly fires on the farm, for the farmer has most work to do in the barns at the time of the year when artificial light is necessary. When stock feeding must be done electric light is much handier and less dangerous. It is safe and convenient wherever used and can be turned on or off by children without the least danger.

The average farmer considers the electric lighting plant a rather costly proposition, but where installed it has been found economical, and the cost of operation so small that it is nothing compared with the service and convenience given by the plant. The batteries may be charged when the engine is doing other necessary work—a direct saving in power.

The electric lighting plant can be compared closely to the ordinary water supply system. An engine drives the dynamo which corresponds to the pump. The electricity flows over wires, corresponding to pipes, into the storage battery, which, in turn, corresponds to the water storage tank. From the storage battery the current flows through wires to the various lamps. Between the generator and the storage battery is the switchboard on which are a number of gauges showing how much voltage there is, and how much current is flowing. There is also an automatic circuit-breaker which acts as a safety valve, as well as two switches, which are like stop cocks. This being the case, it is evident that every farmer should quickly "catch on" to the way an electric lighting plant operates.

The storage battery of an electric light plant performs a similar service to that of the storage tank of a water supply system. It stores electrical energy so that light or power may be had at the turn of a switch. Without a storage battery an electric light plant would be unhandy, as it would be necessary to run the dynamo every time a light was required. Some plants are so made that they are automatic. By merely turning on a light you start the plant.

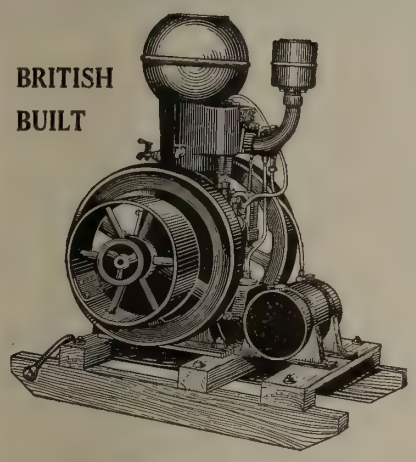
Many farmers using electric lighting plants have found that they already had engines which could carry a little heavier load than they had been carrying, or could work a few more hours each week than formerly. In these cases extra engines were not required. If a gas engine is not already available on the farm, the farmer can purchase one for operating his lighting plant, and let it do a variety of extra work as well.

Piston Speed in the Engine

While in some classes of engine, piston speeds have increased greatly, this has not been very marked in the farm engine field. In this line, types seem to have got to a basis, and while some engines with higher piston and revolution speeds are sold, it is questionable whether the farm engine will be changed very radically over present types. In attaining high speed for the piston the manufacturing cost of the engine increases greatly. Die cast bearings and special alloy metals cost money, as has been experienced in the automobile field. Farm engines do not need to be superlatively light weight, and rather than use a steel crank shaft of special alloy steel, hollowed journals and special high grade bearings, the farm engine will give just as good service with a good solid crank and adequate babbitt or bronze bearings.

Mr. DEALER
Cater Can Sell You
Wood or Iron Pumps cheaper than any one in the West.
GET HIS PRICES BEFORE YOU ORDER
Brandon Pump & Windmill Works
BRANDON **MAN.**

BRITISH BUILT



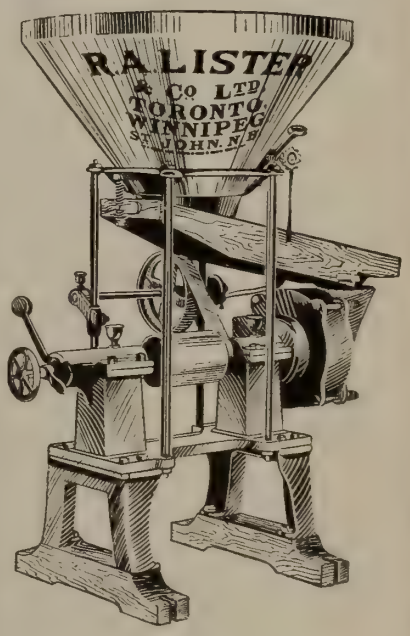
"LISTER" for Bigger, Better Engine Business

MADE IN 2, 3, 5, 7 and 9 HORSEPOWER SIZES

Have a world-wide reputation for solid construction and long life. Efficient, simple, safe and durable. Develop full rated horse-power; very low fuel consumption. Accessible design. Automatic fuel feed; force feed lubrication. Throttle governor ensures steady running. High tension magneto ignition—no batteries. Every engine shipped complete, with skids, ready to run. Easily operated by anyone. Construction throughout of the highest British standard. Write for our 1918 proposition.

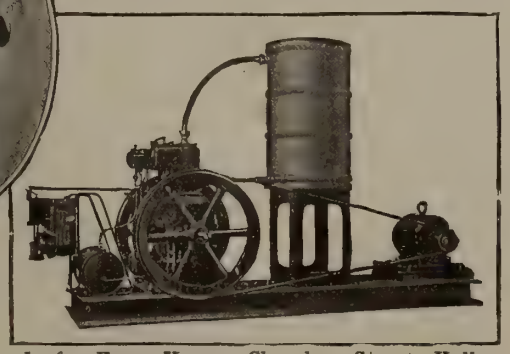
LISTER GRINDERS—THE FARMER'S FAVORITE

Especially designed for Western Canadian conditions. We guarantee Lister Grinders to grind more feed (with the same power) than any other grinder of the same size. High grade plates are reversible, giving double service. Large diameter shaft and long bearings gives extreme rigidity. End-thrust ball bearing. The Lister never clogs; large worm forces feed into plates. Equipped with bagger attachment if desired, and sold with or without base.



A Business Builder for Dealers
LISTER-BRUSTON AUTOMATIC ELECTRIC LIGHTING PLANTS

Starts Itself—
Stops Itself—
Simply turn on the Light.



The best plant made for Farm Homes, Churches, Stores, Halls or Theatres. Generates electricity automatically; no attention required save to clean and fill supply tank. We manufacture automatic, non-automatic and storage battery plants in all sizes. Investigate this profitable line.

Lister Combination Threshers
For 1918 we have completed arrangements for a greatly improved Separator. We can assure dealers that we will fill all accepted orders, for our contract assures us an adequate supply.

THE LISTER LINE IS COMPLETE. GET THE AGENCY

"Lister" and "Canuck" Gasoline Engines, Peoria Kerosene Tractors, 10-20 H.P., Grain Grinders and Crushers, Electric Lighting Plants, Milking Machines, Cream Separators, Churns, Ensilage Cutters, Silos, Sawing Outfits, Combination Threshers, Pumps, Pump Jacks, Power Pumping Outfits, etc., etc.

R. A. LISTER & CO., LTD.
WALL STREET, WINNIPEG, MAN.
ST. JOHN, N.B. TORONTO QUEBEC

In Retrospect

In but a few days the holiday season will be here, and we will see yet another Christmas, that time sacred to the Prince of Peace, with the earth racked by war, tribulation and sorrow. It seems mockery to talk of peace and goodwill under such circumstances, yet the spirit of Christmas must be kept aflame so that we sink not under the gloom that enshrouds the world. In many homes this Christmas there will be a sorry lack of joy or plenty. Fathers, brothers, sons are across the seas fighting to free the world from the rule of the Beast.

What we owe these men we can never fully repay. To the glorious dead who lie over yonder we can but give homage; their graves are consecrated far beyond any effort that we can make. But at home, where sorrow and bereavement sit ghostlike by many a fire, let it be our duty to cheer and hearten those left behind; let us see to it that this Christmastide every soldier's child has its gift. If its father has gone for ever remember that he died for us. Let us not forget the gentle teaching of the Nazarene, who loved the purity of childhood.

During the past year we have been blessed as a country with bounteous crops. We have made a great effort to produce food to help the Empire "carry on," but next year a still greater effort will be necessary. More and more Canada will have to depend upon labor-saving farm machinery. The farm equipment industry will yearly grow in importance. It may not be generally known, but when the war ceases it is reported from the most authentic sources that the central European nations are to absolutely prohibit emigration. More than that, they are to make a great effort to force men of their nationalities now resident in North America to return to their native lands. This propaganda is already planned, and if necessary as a compelling inducement relatives in Austria and Germany will be fined and imprisoned until the emigrant now in America returns. This means a probable shortage of labor in this country both in industry and agriculture. Machinery will more than ever have to replace man power.

With this issue we complete our thirteenth year of publication as the only trade journal in the Canadian West. During the year we have endeavored to be of the greatest service to every subscriber and advertiser. We are glad to record the great success of our Information Service Department, and urge our readers to use it freely. In every issue we have endeavored to publish live, informative and up-to-date articles and trade topics in connection with the implement distribution business, and in the coming year we will endeavor to still better our pages.

We heartily thank our advertisers everywhere for their continued loyalty and support. With their co-operation in the coming year we hope to serve them to the best of our ability so that their goods may be successfully marketed through the most economical channel—the retail dealer. To one and all, dealer, jobber and manufacturer, we send heartiest greetings at this season. May your efforts in the coming year bring you full measure of reward. May you and yours have health, happiness and prosperity, and may 1918 be a record year in the annals of the implement business throughout the Canadian West.

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION
AND
SASKATCHEWAN RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
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F. D. BLAKELY, Manager — A. A. THOMSON, Editor
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CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, DECEMBER, 1917

The Real Traveler

The high-class traveling salesman to-day knows so thoroughly the whole policy of his company that he is indeed a representative with power to act—he knows what he can do and he stands pat without flinching. His entry on the settlement sheet is final and there can be no deviation from the prices and terms which he quotes. He does only what he knows his company will O. K.

The real traveling representative not only is of great importance to his house, but is a welcome visitor at the dealer's place of business. The dealer knows that he is there to submit the best proposition which his company has to offer, and that he can take up with the salesman any matters for adjustment, knowing that they will be adjusted to the satisfaction of all. The dealer, instead of making complaints to the house, awaits the arrival of Mr. Salesman, from whom he has learned to know that he will get full satisfaction. As far as the dealer is concerned the salesman is the whole company.

Tractor Supplements Horse

Good horses will always be in demand. The tractor does not entirely supplant the horse. When every farmer owns a tractor we will still have room for good horses. If the tractor puts the inferior, unfit horses out of business, it will be to the farmers' advantage. We want fewer poor horses and more good farm tractors on our farms in order to do the farm work better and at the right time. The tractor is a line that every dealer should be interested in.

Inventory and Invoicing

At the end of the year every implement dealer should pay attention to the question of his annual inventory, if he has not already done so. The question of old stock is important. Assuming that you have taken your annual inventory, what value did you place on those old machines you are carrying? Did you invoice them, as some men do, at the price paid when they were new and in demand? If you did, you are deceiving yourself and making your books show a greater volume of assets than you really have.

You know that if you can sell the old, out-of-date goods at all, you must sell them at a very low price. Invoicing them at a fictitious value only makes it harder for you to name a price that will move them. If you cut down the inventory value and later find you can obtain a larger price than you thought possible you don't lose anything.

Invoice them at what you really think, down in your heart, they are worth. Then when the season comes, push them out. See if it is possible to sell them at any figure. When you find that they cannot be sold as machines at any price, wreck them and get the most you can as repairs or junk. Maybe they are taking up valuable room. You know you must suffer a loss on them; why not have the agony over as soon as possible? If you have inventoried any stock above its real value, revise your inventory and get a correct showing.

Live Stock Production Important

There is a shortage of meat that is steadily growing. We are called upon to supply more meat than we can produce, and this condition will obtain for years to come.

Reliable reports from Europe show that the foundation herds in those countries have been slaughtered because there have not been men to produce feed for them, and also because there has been such a shortage of meat. As a result not enough breeding stock remains in Europe from which the future needs of the European countries can be produced.

On this continent we have good quality live stock and splendid foundation herds, but we have scarcely been able to supply more than home demands. War has denuded Europe of her herds, and when war ceases Europe will be a market for live stock and dairy produce of every kind.

Live stock experts predict that in the future North America will have to export Holsteins to Hol-

land, the home of the Holstein, Belgian horses to Belgium, Percherons to France, Clydes and shires to England and Shorthorn cattle to Scotland. In past years we have imported the best from these countries to build up our herds, and to rebuild Europe's live stock industry. Europe will want every available animal raised in North America. The result will be high prices such as never before were received for stock from this continent.

There is also a great scarcity of wool, and an enormous increase in the production of sheep will be necessary. Poultry and eggs are in the same category. At present, the world needs grain and grain production is of paramount importance, but when the war ends it is more than likely that prices of grain will gradually revert to former price levels. On the other hand, everything points to the fact that high prices for live stock will be maintained for years to come.

What will the farmers in your community produce after the war? Will it be live stock at a big profit or grain at a loss? Their future success means your future prosperity. In the live stock line there will be a big demand for dairy supplies, barn equipment, feed crushing and grinding machinery and all tools that are in use for the production, storage and handling of feed for stock. Are you looking ahead into this period when live stock will be a big factor?

The Neglect of Co-operation

In these days when the demand for farm equipment is such that the dealer usually finds it more difficult to get the goods than to sell them, dealers are apt to forget the benefits of association and organization. The average man in many areas is so prosperous in his individual business that he will pay no attention to any other matter than his own affairs. He thinks that he needs no help from any source!

This idea, on the face of it, is short-sighted. The present is more than any other time a period when association work is necessary, and in a dealer's organization there is now more real substantial benefit and value than ever in the past. In the trade many new problems are arising; conditions are entirely different from normal times; problems have arisen, and will arise, which will have to be solved by the implement dealers—if not collectively then individually. In the facing of trade problems association has ever proven to be the most profitable procedure.

In the future closer attention to business than ever will be required. The dealer will have to keep close touch on business conditions. Association means discussion, where dealers assembled are in a position to consider their mutual problems in an intelligent manner. The future may not be by any means plain sailing. With increased prices due to the advance in production costs, the dealer may find more troublous times in his business than at present seem feasible. This being so, the benefits of association meetings, of getting suggestions and of threshing out mutual problems would be helpful to all.

The retail implement and vehicle business for the coming year at least is going to be a stiff proposition. It will require the very best that is in us to handle it successfully. Dealers will have to do their part to help increase production. In these days of national effort we cannot let our outlook be bounded by the walls of our office or warehouse. We have a duty to our country, and just in what way the dealer can best serve is a matter that should be decided by conventions of dealers in the various areas.

The neglect of organization and of association seems a point of paramount interest in these times, and it would be well for the men who are in charge of our dealers' associations to make every effort to stir up some interest in association work. But even the most enthusiastic officer can do nothing if he has to write or talk to those who lack perspective, who do not realize that in the future organization in the retail implement trade may be even more necessary than is the case to-day.

Building Engine Trade

The progressive dealer keeps a variety of sizes in stock. Some customers may require an engine for running a washing machine only. Others may require an 8 h.p engine for running large power grinders, buzz saws, small separators, etc. Of course, in many cases it is necessary for the dealer to order direct in order to supply his customer's wants.

A good general purpose engine to handle is the 4 h.p. This size delivers sufficient power to run a medium sized grinder, and it can be used also for all the smaller work. The uses to which a gasoline engine can be put are numerous, especially on an up-to-date farmer's place. By building and equipping a power house the land owner can run his grindstone, churn, cream separator, washing machine, do the pumping and any other chores.

The usefulness of the gasoline engine as a practical tool for the farmer has never been exaggerated in the least. Besides the uses enumerated above it also comes in handy at hay baling time, running the fanning mill when large quantities of small grain are to be cleaned, etc. The dealer should sit down and make a list of the uses to which a gasoline engine can be put. He will then see that there is not one farmer in fifty who couldn't use an engine to advantage.

To the Employee

Without a doubt, William, your employer is a mercenary cuss, accepting your services in the office, store or warehouse without thanks and paying you just as little as he dare. But really, William, is there any reason why he should pay you more now than when you called around looking for the job?

Are you doing higher-grade work, or are you capable of doing it? Have you studied the job ahead so well you could step in and handle it without serious consequences to the business? Have you investigated textbooks on agriculture, or trade journals half as enthusiastically as games of chance, or spent as much spare time getting knowledge as in acquiring a reputation as "one of the boys?" You surely have a kick coming, William, but how about the boss?

The Middleman a Necessity

While much can be done by co-operation in both purchasing and distributing, do not for one moment imagine that the middleman is to be eliminated. There must be always a reasonable sufficiency of wholesale and retail collectors and distributors. There must always be a comprehensive transportation system. There must be the middlemen of commerce, and trade and finance. They are necessary in this most effective age of production, and incidentally they constitute a very large consuming power of themselves. We do not want to destroy them. We must make them better, or put them in a position to develop and extend for our benefit and advantage. We want to protect them in all that is their right in order that they may be made more effective and of greater aid to our production. To do this the purchasing public must pay them enough for their services to get the best, but no more.

Personal

I. G. Crossley is a new automobile dealer at Saltcoats.

A. J. Ledoux has sold out his implement business at McCreary.

G. M. Huntley, harness dealer, Beausejour, has moved to Neepawa.

P. W. Mark has discontinued his automobile business at Gladstone.

R. Garbitt, harness dealer at Lenore, has sold out to T. C. Morris.

Hayes Lent, dealer at Scotsguard, has sold out to Solberg Brothers.

Sam Rosnau, a dealer at Bruderheim, has sold out to Emil Boettcher.

P. E. Hayes, a harness dealer at Macoun, has sold out to W. A. Davenport.

J. B. Gray has ceased operations in his implement business at Atwater.

The Conquest Machine Works is a new concern in the village of Conquest.

The Alberta Motor Car Co. is a new concern recently incorporated in Calgary.

Pomeroy & Thomas are new automobile and accessory dealers at Weyburn.

E. Fuson, a dealer at Kinley, has sold out his business to Hutchinson Bros.

A new concern recently incorporated at Winnipeg is known as Western Tools, Ltd.

Woods, Limited, is the name of a new implement firm now doing business at Teulon.

The Hansen Auto Metal Works is a new concern recently incorporated in Vancouver.

M. R. Vaughan, Bromhead, has been succeeded in an automobile business by C. Vestre.

A new automobile distributing concern in Winnipeg is known as the Multi-Power Motor Sales Co.

J. A. Roseborough, an implement dealer at Vermilion, has discontinued operations in that town.

T. D. Benjamin, harness dealer at Ceylon, recently suffered considerable loss by fire on his premises.

R. N. Wisdom, the implement dealer at Acme, has built a garage and taken on automobile lines.

The implement business, carried on by the late C. Whitman, at Emerson, has been discontinued.

David Ransom, who carries on an implement and blacksmithing business at Abernethy, has sold out the forge to E. Hilbert, turn-

ing his attention to the implement lines.

J. and G. Playfair, lumber dealers at Baldur, have opened a garage and auto business at that centre.

John Pearse, an implement dealer at Star City, has sold out his business to a dealer named G. C. Gilroy.

Dixon & Moore, automobile agents, Macleod, have sold out their business to a dealer named C. Altham.

McClockin & Granger is the name of a new concern now carrying on an implement business at Pennant.

It is reported that Seymour & Hill, implement dealers at Strathmore, have dissolved partnership in their business at that point.

Witwer & Hope, dealers at Three Hills, have dissolved partnership. In future the business will be carried on by Hope & Son.

Hall & Wright, implement dealers at Neville, have dissolved partnership. P. S. G. Wright is now sole proprietor of the business.

H. Gostrick, implement and lumber dealer at Manor, has sold out his lumber business and will concentrate on his implement lines.

M. A. Courchene, the implement dealer at Duck Lake, has opened a general store in that town in addition to his implement business.

Haines & Ramey, automobile dealers at Humboldt, have dissolved partnership. In future the business will be carried on by J. D. Ramey.

Notice is given that the assets of the estate of the late J. Meston, carriage builder, Victoria, B.C., have been sold to his wife, Sarah M. Meston.

In a recent fire in the town of Plenty, J. M. Revie, implement dealer, suffered a considerable fire loss, also Andrew Scollen, a harness dealer.

Davidson & Murray, hardware and harness dealers at Altamont, have added a garage and automobile business to their premises at that point.

W. A. Tesky, an implement and farm equipment dealer at Lomond, has taken on the Fairbanks-Morse line, and hopes to do a good business during winter.

J. Gibney, Winnipeg, manager of the Minneapolis Steel and Machinery Co., recently spent a couple of days at the Regina branch house of his company.

T. H. Roney, Winnipeg, Western Canadian manager of the Minneapolis Threshing Machine Co,. recently visited the factories of the company at Hopkins, Minn.

J. L. Haug, manager at Regina for the Canadian Avery Company, recently spent a few days in the city. "J. L." is looking younger than ever and as fit as a fiddle.

C. A. Polson, president and general manager of the Twin City Separator Co., Minneapolis, recently paid a visit to their Canadian organization—the Twin City Separator Co., Winnipeg.

F. N. Macdonald, western manager of the Canada Carriage Co., has had to lie off work and undergo a slight operation on his throat. He is now back at his desk and has recovered satisfactorily.

L. A. Smith, representing the jobbers' division of the Avery Company, Peoria, Ill., recently made a trip through Western Canada, visiting the branches of the Canadian Avery Co. at Winnipeg and Regina.

E. G. Lohman, for many years manager of the Aultman & Taylor Machinery Co.'s branch in Great Falls, Mont., has been appointed general sales manager of the company, with headquarters at Mansfield, Ohio.

E. S. Strachan, manager of the John Watson Manufacturing Co., Winnipeg, during November paid a visit to the head office and factory of his company at Ayr, Ont. Mr. Strachan reports the Watson plant as busy.

W. C. Shinn, president of the Shinn Manufacturing Co., Chicago, makers of lightning protective systems, was a recent business visitor to Winnipeg, where he visited the Cushman Motor Works of Canada.

D. N. Jamieson, manager of the R. A. Lister Company, Winnipeg, recently made a business trip to Edmonton and other Alberta points. Mr. Jamieson is at present on a visit to the Toronto headquarters of his company.

P. M. Ames, manager of Manitoba Engines, Ltd., Brandon, during the last week in November visited various trade centres in the United States. He reports the factory at Brandon as very busy in farm equipment lines.

H. E. Mahaffey, manager of the Gray Tractor Co., Minneapolis, recently made a tour of the Canadian West, visiting Winnipeg, Regina and Calgary. Mr. Mahaffey looks for a great future in the tractor business in Western Canada.

Geo. E. Hildebrand, treasurer of the Acme Harvesting Machine Co., Peoria, Ill., recently completed a tour of the Canadian West. Mr. Hildebrand was greatly impressed by the agricultural possibilities of the Northwest, and thoroughly enjoyed his trip.

H. W. Brown, manager at Minneapolis for the Huber Manufacturing Co., recently spent a few days in Winnipeg. Mr. Brown visited the J. D. Adshead Co., which concern handle the well-known line of Huber Separators in this territory.

E. B. Sawyer, president and general manager of the Cushman Motor Works, of Lincoln, Neb., recently spent a week with the local branch of his company. Mr. Sawyer is more than satisfied with the wonderful increase in the business of the Canadian organization during the past year.

G. L. Gillette, formerly secretary of the Minneapolis Steel & Machinery Co., has been appointed fabricating manager of the American International Corporation, Philadelphia. He will have charge of structural steel output for 50 ships for the U.S. Government.

We recently had a visit from G. Forsyth, manager at Regina for the Massey-Harris Company. Mr. Forsyth was on his way back home after a visit to Eastern Canada during which he spent some time at the Massey-Harris factories and offices at Toronto.

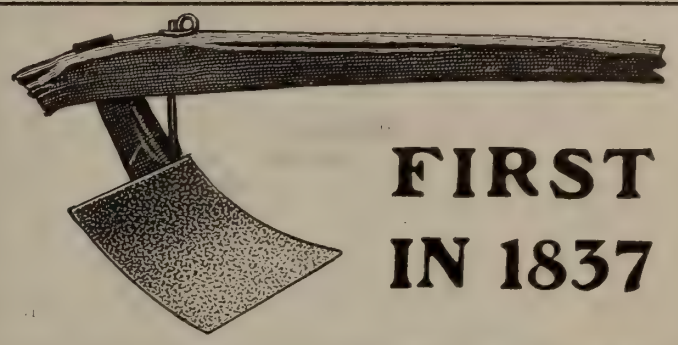
A. P. Jennings, manager of the dealers' service department of the Sharples Separator Co., West Chester, Pa., has just completed a two months' tour of the middle western states. Mr. Jennings believes that 1918 will be a banner year for the sale of Sharples separators.

During the first week in November Robert Gray, president and general manager of the Gray-Dort Motor Co., Chatham, Ont., paid a visit to Winnipeg and Moose Jaw. Mr. Gray reported that despite shortage of labor and raw materials, the Gray-Dort plant had turned out and sold over 4,000 automobiles during 1917.

W. I. Smale, Brandon, the popular manager of the Provincial Fair and Winter Fair in that city, recently paid us a visit while in Winnipeg. Mr. Smale was on his way home after a visit to Ottawa and Washington, D.C., on important business.

"ACME"
First in sales, first in service and first in the esteem of dealers everywhere.
"Acme" Tillage Tools are easy to sell because farmers are coming more and more to understand how "The Coulters Do the Work". They make those smooth, firm, moist seed beds that start the crop with a rush and assure bigger yields.
"Acme" Pulverizing Harrows
are used and endorsed by the most successful and progressive farmers from ocean to ocean. They sell at a price every farmer can afford to pay yet yield a nice margin of profit to the dealer.
You owe it to yourself to investigate the sales-building value of the "Acme" line. A postal will bring you full information. Send it today.
Duane H. Nash Inc., 107 Elm St., Millington, N. J.
General Agents: JOHN DEERE PLOW COMPANY WINNIPEG CALGARY REGINA SASKATOON

JOHN DEERE IMPLEMENTS



FIRST IN 1837

THE ORIGINAL STEEL PLOW MADE BY JOHN DEERE

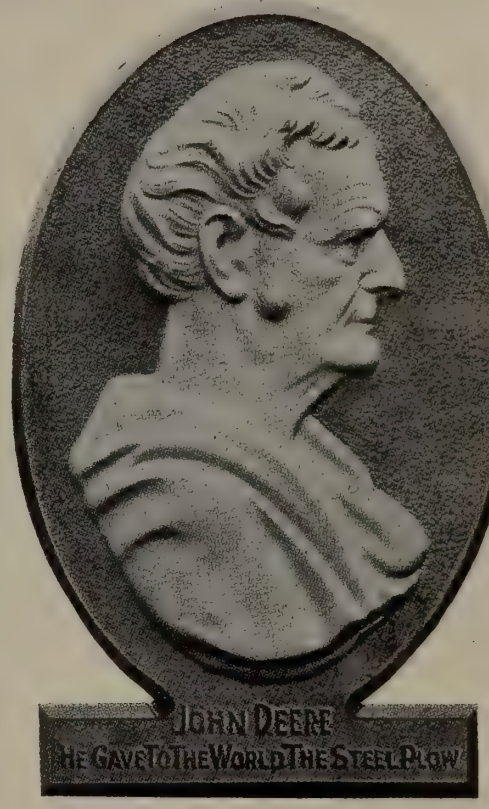
THE ONE BEST LINE for the ONE BEST DEALER

John Deere Implements are made in John Deere factories. Each factory specializes in the manufacture of distinctive implements.

The name "John Deere" is

Plow Insurance

It fixes the quality, and has done so for 80 years. The increasing number of John Deere Plows sold every season indicates the Farmer's final verdict—that the John Deere is "The Plow without a Peer."



We Protect Retail Dealers

OUR POLICY

We market our goods only through retail dealers.

We select in each important trade center reliable representation and supply the consumer only through this channel.

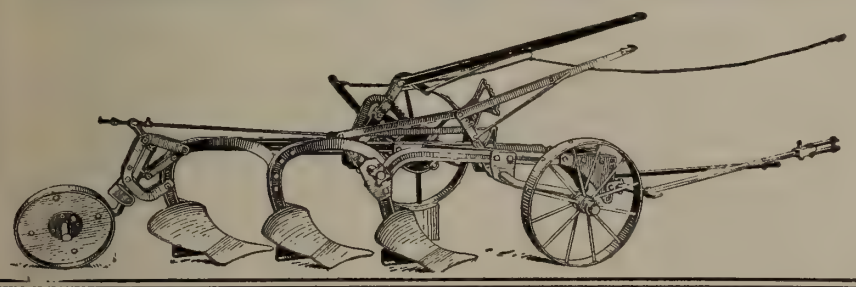
The dealers are our logical trade connection with the farmers, for whom John Deere goods are made.

We depend upon our dealers to sell the entire output of our several factories, and we assist them to secure a large percentage of the business in their territories.

We confine our operations to our established agencies in each community; thus our mutual interests are best served through a full line representation.

Unfailing quality, courtesy and businesslike methods are the principles on which we hope to merit continued patronage.

FOREMOST EVER SINCE



JOHN DEERE Light Tractor Plows

Furnished with 2, 3, or 4 Bottoms

WE HAVE A BOTTOM FOR EVERY SOIL

We Carry a FULL LINE of AGRICULTURAL IMPLEMENTS

We Wish you and Yours

A Merry Christmas and a Happy and Prosperous New Year

Thanking you, one and all, for the business with which you have favored us during the past year, we trust that a Kind Providence may crown with Prosperity your efforts throughout 1918.

JOHN DEERE PLOW CO., LIMITED

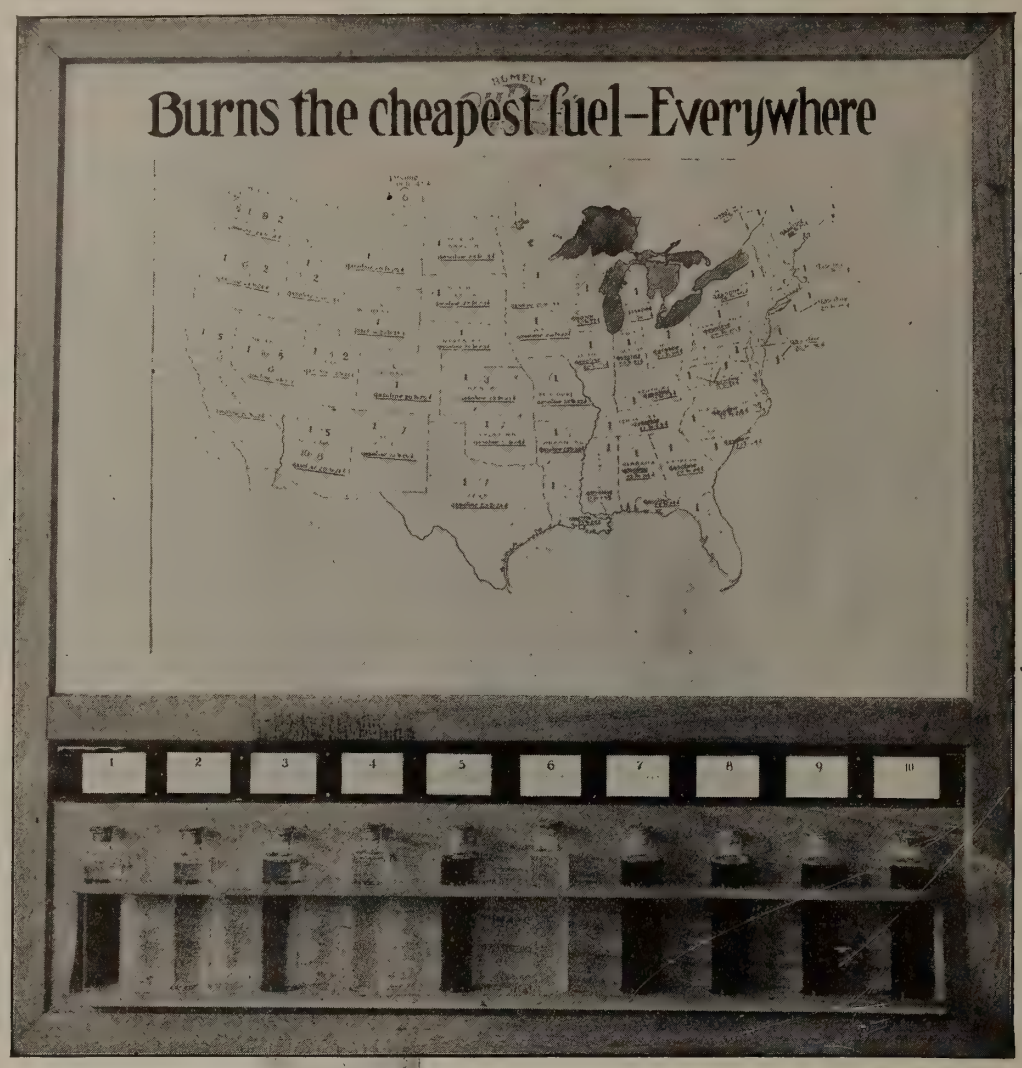
WINNIPEG REGINA CALGARY SASKATOON EDMONTON LETHBRIDGE

A Diversity of Oil Fuels

A very interesting exhibit of oil fuels, as used in its OilPull tractor, was a part of the large exhibit put on by the Advance-Rumely Thresher Co. at the national tractor demonstration, held this year at Fremont, Neb.

To illustrate the cheap low grade fuel oils successfully being used in the Rumely OilPull tractor, the company secured samples of oil fuels being used by OilPull owners in all parts of the United States and Canada. A map of the United States and Canada was shown with ten bottled samples of different fuel oils below. On the map was indicated, as in the illustration, the section or sections of the country where each fuel oil is in use. The samples run from common kerosene which ranges in gravity from 42 deg. to 50 deg., to what is known as No. 28 distillate, testing only 28 deg. and as black as your hat in color. This low grade fuel is procurable on the Pacific coast and at a cost of but five cents per gallon. It is used by OilPull owners on the coast with complete success, states the company, representing a saving of 50 per cent over even kerosene. The OilPull is claimed to be the only tractor capable of burning this 28 deg. distillate. Another sample showed a No. 1 distillate, so called, testing 36 deg. and also costing five cents per gallon. This is used by OilPull owners in all parts of Texas and again the Rumely tractor is claimed by its makers to be the only tractor that can use it successfully.

In conjunction with this oil exhibit was a chart showing what constitutes a real kerosene burning tractor. Thermometers were used to illustrate the point, the divisions on the scale denoting degrees of load. The chart showed that though tractors operating on gasoline could be operated at all loads, the ordinary so-called kerosene tractor was incapable of operating on kerosene at less than half load. In other words, between half load and no load the fuel must be switched from kerosene to gasoline. But, as the thermometer showed, in the Rumely exhibit, the OilPull is the exception, in that it was shown that it operates successfully and economically not only at full load, but at half and no load.



Interesting Exhibit made by Advance-Rumely Thresher Company

The Human Factor in Tractor Efficiency

While the tractor has been simplified to a remarkable degree so that very little mechanical knowledge is necessary to operate it, there is no doubt that the more the tractor owner knows about his machine, the more successful he will be with it, and the more work he will do. The fool proof tractor is not yet with us, although it may be within an appreciable distance. In training the farmer regarding the operation of the tractor, excellent work has been done by the short courses at the various agricultural colleges and by the tractor schools carried on by tractor companies throughout the West.

The good work, however, should not stop at the point of teaching the operator how to start, stop and steer the machines with a few fundamentals regarding the diseases to which internal combustion engines are subject. The farmer could be taught not only how to operate the tractor, but how to adapt it profitably to different farm work. This is particularly important, for no tractor made will compensate for lack of efficiency on the part of the operator, however good a machine it may be. Cases on record show that one man may plow at the average cost of 45 cents an acre, while another, with a similar outfit and similar soil conditions may plow at a cost twice or three times as great. The factor of mechanical ability on the part of the operator makes the difference—and in that difference lies to a great extent the popularity of the tractor in any one area. A poor operator who cannot get the most out of his machine is bound to influence other farmers who are prospective tractor owners. Here then lies the importance of every tractor owner being thoroughly coached by the dealer in the economical operation of his machine.

The average acreage plowed by tractors, according to records, varies from 20 to 40 per day on new land and from 25 to 40 on cultivated soil. This represents a great difference between the minimum and maximum amount. The reason for this wide difference is twofold; one, the condition of the soil, and the other, the relative efficiency of the tractor and the operator. Perhaps the latter is the most important. Just as there is a wide difference in the amount of crops obtained from an acre by two different farmers, so is there a vast difference between the efficiency of tractor operators.

Soil Conditions Important

In many areas the pull in pounds for a 14-inch plow would be around 300 to 500 pounds. The farmer in such an area will want a tractor that will pull at least 1,500 pounds. That drawbar pull, we must recollect, applies only to haulage power on level land and with a good traction surface. Say you have an 8-16 h.p. machine with a drawbar pull of 1,500 pounds. If working on rough ground, or under adverse conditions, such a machine could not be expected to pull three 14-inch plows, when it should be only pulling two—but that is exactly what the farmer may try to make it do, owing to lack of mechanical knowledge.

The customer should be advised, when purchasing a tractor, to get one that will easily take care of the number of plows he wants to use, due consideration being given to the kind of soil he has to work in. If it takes five horses to pull an ordinary 16-inch plow on his farm, he has hard ground and requires the more tractive power in the machine he buys. Further, the depth of the plowing is an important consideration. The average 14-inch plow is not designed to plow deeper than eight or nine inches. It does its best work at a seven or eight inch depth, or about one-half its width in depth.

Normal Speed Best

Some operators make the mistake of speeding up the engine so as to increase the capacity of the machine. It is obvious that such a practice must shorten the life of the tractor, for the moving parts are subjected to greater wear and also the possibility of overheating. The tractor is designed and balanced for a certain speed and if this is increased vibration adds to the depreciation of the machine and also increases fuel consumption.

The purchaser should be advised to keep the speed of his machine at normal if he wants efficient service. If he wants increased speed for belt work, the proper method is to obtain this by pulleys, not by racing the engine. As every dealer is aware, the larger the belt pulley on the tractor and the smaller the pulley on the driven machine, the faster the driven machine will run. There is, of course, a sensible

limit below which it is not advisable to reduce the size of the pulley on a belt driven machine. A pulley can be made so small that the belt will not have enough surface to grip for driving the machine under its full load. In this case there will be a loss of power due to the slippage of the belt.

Economical service should be the main idea of the tractor owner, and that can only be had by careful operation. Reports compiled by a U.S. university show that the average life of a tractor ranges from 3,000 to 6,000 hours of actual work, or an average of 4,000 to 5,000 hours for all operators. That means ten hours a day for about 50 days in each year for eight or ten years, yet how many tractor owners have failed to get that service from their tractors. The fault in every case was not in the tractor; much depended upon the mechanical efficiency of its operator. The farmer who buys a good tractor pays for material, workmanship, construction and service. The first three a company can guarantee, the last quantity depends to a very great extent upon how the farmer does his part. The dealer can usually help him.

The Women Who Vote

Up to the 12th of December voters' lists will be revised, and every woman who has next of kin at the war should be upon that list. These women voters must be 21 years old, British subjects by birth or naturalization, one year resident in Canada, and three months in the electoral division. She must be the wife, widow, mother, sister or daughter of any person, male or female, living or dead, who is serving or has served **without** Canada in any of the military or naval forces of Canada or of Great Britain as used in the present war. The woman relation as aforesaid, shall only have a vote if the person to which she is related has died or has been honorably discharged from service, or in the case of an officer has died or has been permitted to resign. The woman with the resident qualifications given who has a father, son, husband or brother who is without Canada and is in the army or navy is qualified to vote.

Not every one who climbs gets to the top, but the man who keeps climbing keeps getting nearer the top.

VOTE FOR UNION

FOR CANADA=FOR THE UNION JACK

AGRICULTURE---Canada's Prime Industry---Must Carry-on Unchecked By The Draft

THE purpose and intent of The Military Service Act, working through the Selective Draft, safeguarded by Tribunals and Boards of Appeal, is that the necessary number of men, shall be taken without injury to Canada's prime war industries, of which agriculture stands first. Where Tribunals make mistakes, there is an appeal; where the appeal fails, the Minister of Militia declares he will set free from Military Service the men needed.

Farmers' Sons Needed on the Land

This is General Mewburn's explicit statement in regard to the sons of farmers needed on the home farm:

"I will see to it that if any farmer's son, honestly working on the farm for the production of food, is drafted, he will be discharged from the Canadian Expeditionary Force if he goes back to the farm."

Sir Robert Borden's Guarantee

Sir Robert Borden says this:

"As for the farmer, the Government is fully aware of the necessity of maintaining the supply of food stuffs. The Minister of Militia has given this subject his careful consideration, with a view to further declarations to tribunals and appeal tribunals, in order that full justice to national interest may be done in that regard, and that the food production of our country, which is essential for the purpose of the war and for our financial stability, may be maintained until the end."—Sir Robert Borden at Oshawa, Ont.

Necessity of Selective Draft

The need for the selective draft dated from the time that sufficient reinforcements were not forthcoming voluntarily to maintain our army at the front. But it is hedged about with safeguards to prevent men from being taken who are of more essential service at home.

Class "A" Men to Suffice

General Mewburn considers Class "A" men will suffice, and Class "A" men will be placed where they can give most value to Canada and the cause—whether in the ranks, on the land, or in the factory.

Haphazard Methods Mean Defeat

The haphazard methods of the past brought us face to face with defeat. Canada is now organized intelligently and scientifically to the great purpose of winning the war. It is a business plan for a business people.

Vote for UNION GOVERNMENT

Back the Boys in the Trenches

Avery Tractors in New Zealand

On this page we show views of an 18-36 H.P. Avery Tractor pulling a 5-bottom Avery self-lift plow, which were purchased from the Avery Company, Peoria, Ill., by their agents, A. Hatrick and Co., Wanganui, N.Z., and re-sold by them to the New Zealand Government. This tractor made an eight thousand mile trip by water and arrived in perfect condition. It is being used extensively in farm work under the direction of the N.Z. Government, which expects to buy additional tractors within a short time.

While New Zealand is a great dairy and live stock country, the use of tractors is increasing rapidly owing to shortage of farm labor, so many New Zealanders being in the ranks of the Anzacs.

An Avery 18-36 H.P. Tractor and a 5-Bottom Self-Lift Plow at work on an Experimental Farm in New Zealand. The Government of that country expects to purchase many tractors in the near future.

British Board Buys Tractors

Under the new agricultural policy of the British Government, the Board of Agriculture has already purchased 630 tractors, of which 140 are of English manufacture. About 525 of these are already turned over to the executive committees of different counties, who rent them to farmers. About 850 engines, plows and other implements have also been purchased.

A New Machine for Tillage

A farm machinery concern in Minneapolis has recently put upon the market a tiller attachment to take the place of the disc and smoothing harrow. This machine consists of a toothed rotor set to the right of the moldboard of the plow. This rotor is operated by a light weight gasoline motor. The engine turns the rotor at high speed, the teeth of the rotor engages the soil as it comes from the moldboard and pulverizes or disintegrates the soil, throwing it out at the rear, thoroughly mixed with the sod, weeds, grass, manure and any other form of surface growth or fertilizer which happens to be present, all forming a perfect seed and root bed.

The machine may be used in conjunction with the ordinary type of sulky, gang, or engine gang plow for pulverizing the soil turned up by the plow to the full depth of the furrow. The rotor is driven by the light-weight gasoline engine, mounted on the frame of the plow proper, or where the plow is pulled by a tractor the rotor can be driven by the tractor motor and operated from the tractor direct. When operated with the ordinary sulky plow it requires no additional horses.

A Sample Tractor a Necessity

Without a sample, in spite of the general interest in tractors, often a dealer may talk his head off without being able to convince an otherwise good prospect that he has the machine he needs, says W. A. Jones, advertising manager Happy Farmer Tractor Co. After the tractor becomes better known and understood, probably the necessity on account of the reason stated may be less marked. However, in many cases the dealer with the sample machine on his floor stands a better chance of getting early orders and the cream of the business in his territory than his competitor who does not show his faith in this department of his business by investing a small portion of his capital in a sample tractor.

1917 TRADE D&S LTD. MARK 1918

IN thanking our Friends for the Business with which they have favored us during 1917, we extend our best wishes for prosperity in 1918.

May we refer to the unparalleled conditions which confront the business world to-day, and offer the advice that "The Early Buyer Buys Best and Gets Most."

Yours for Service and Satisfaction,

The Best Place — **D. Ackland & Son, Limited** — The Best Goods

Calgary Edmonton — 65-68 Higgins Ave. Winnipeg

TRADE D&S LTD. MARK

Population and Food Production

By A. A. THOMSON

Population steadily presses against subsistence. And no matter how rapidly subsistence increases, population is certain to catch up with it. All the migratory movements of peoples—the human drifts throughout the ages—have been merely movements after food. To this day the drift of the races continues, whether it be of Chinese into the Philippines, of Europeans (before the war) to America, or of Americans to the unsettled lands of the Canadian Northwest. War, flood, famine and pestilence are potent factors in reducing population—in making room! In four years 1896-1900, the famines in India lessened the population by twenty-one millions. Experts compute that ten million persons now alive in North America are doomed to die of tuberculosis. In China between three and six million infants are annually destroyed, while the death-rate in crowded slums and labor-ghettos of the world is such that it swamps even the great loss of life in the war now raging. In the United States alone, industrial accidents kill between thirty and forty thousand workers every year.

Yet, despite the terrible roll of death that goes on—not only on the battlefield—there are to-day alive on the planet, about a billion and three-quarters of human beings. Man is exceedingly fecund and very tough. In the hunting stage of the human race, wide areas were necessary for the maintenance of scant populations. With the shepherd or pastoral stages, a larger population was supported on the same territory. The agricultural stage, when man learned to till the soil, gave support to a still larger population; and to-day, with the increased food-getting efficacy of a machine era, an even larger population is made possible. The vast population of one and three-quarter billions is increasing on itself by leaps and bounds.

Before the war a heavy European migration took place to this continent, yet Europe, whose population a hundred years ago was only 170 millions, has to-day 500 millions. Even the losses of war will make little difference to the steady increase in population.

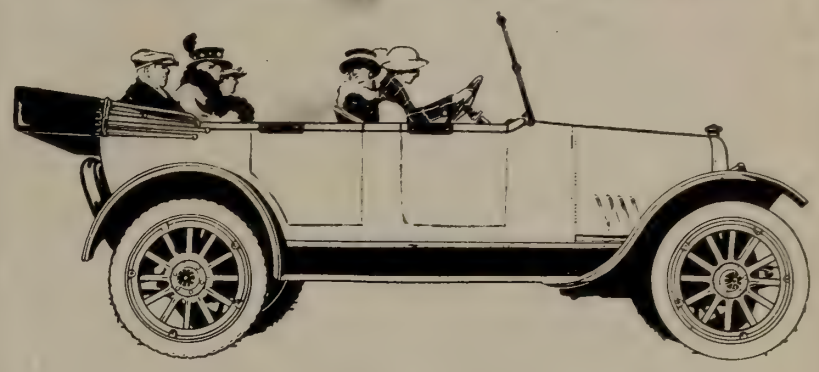
According to scientists, cultivated land will produce 1600 times as much food as hunting land. From 1060, A. D., for five hundred years, Europe could only support 25 to the square mile; now Europe supports over 80 to the square mile. With the development of trading and capitalism, of exploration and exploitation of new lands, and with the increase of labor saving machinery and the discovery and application of scientific principles, a tremendous increase in Europe's food-getting efficiency sprang up.

As man's food-getting efficiency is increasing, the lifetime of the generation also increases because, owing to surgery and sanitation, life is not so precarious. In the past ages physical inefficiency meant rapid extinction; to-day weak men and women live and raise progeny. The future problem of the world is largely one of a steadily increasing population, a problem of getting food more easily and in greater quantity, and with a more equitable distribution. As population increases so food-getting efficiency must increase, and to increase food supply for the human race, the development of labor-saving farm machinery must steadily progress. In the last fifty or sixty years there has been what we term a phenomenal advance in this line. What may be the development during the next fifty years—as the food necessity of the human race calls insistently upon science and industry for greater food production. Lands all over the world now uncultivated will have to be used. Machinery for food production will increase in efficiency and application, for only by means of machinery will the hunger need of the world be met. Beyond the small horizon of the present in the farm machinery business these thoughts arise—the future of the human race—its steady increase, and the ever-increasing demand that must come for means to make more fruitful the agricultural areas of the world, so that the world's population may not starve. Following this train of thought, some conception is given of the enormous importance of the agricultural implement machinery business to the age and to the human race. Implement manufacturing and implement selling are among the most important of present day industries—and with them is an inseparable dignity which the ages will further enhance.

Poetic Justice, But Hard!

The Devil surely sends the breeze
That raises skirts knee high.
But Heaven just supplies the dust
To fill the bad man's eye.

DEALERS: THE BRISCOE BRINGS BIG SALES AND GENEROUS PROFITS



Special Briscoe Features

The longest stroke small motor
The highest powered small car
The smallest quantity of gasoline per mile of any car
The most economical car made on tires

BRISCOE $925 FULLY EQUIPPED
THE CAR WITH THE HALF MILLION DOLLAR MOTOR

5-Passenger Touring	4-Passenger Roadster
$935 F.O.B. Brockville Ontario	$935 F.O.B. Brockville, Ontario

Now is the Time to Line up with the Briscoe for 1918 Business

We want live dealers in territories where we are not represented As a car to sell—or a car for personal use—you will find the Briscoe the maximum in automobile value. It has in-built quality that you will find in no other car at anywhere near the price. Built so well that your profits are not absorbed by excess service. Our proposition is exceptionally liberal; hundreds of dealers are building big, profitable business by the phenomenal demand for the Briscoe. If you want to handle a car that sells by sheer merit against any competition, and everywhere makes satisfied customers, we advise you to get our offer at once.

The Half-Million Dollar Motor in the Briscoe B 4-24 is in design, power production, and economy of fuel, unequalled in the automobile industry. Our starting, lighting and ignition are the famous double unit type. Thermo-syphon cooling; high cellular radiator. Wheelbase, 105 inches; standard tread. Floating type rear axle on Hyatt bearings. Long sweeping Briscoe line bodies on low all-steel chassis. Handsome, roomy, speedy, powerful, economical; built for service and durability. Get complete specifications.

There are no extras. Regular equipment includes: Two electric headlights with dimmers; dash lamp; storage battery; electric tail light; license bracket; robe rail; electric horn; one-man top with envelope and adjustable storm curtains; speedometer; tire carrier; extra demountable rim; oil and gasoline gauges; current meter; pump, jack and tool outfit.

Ask for Literature and our Agency Offer

Distributors for Manitoba:
ELGIN MOTOR CAR SALES CO., 417 Portage Ave., Winnipeg

Distributors for Saskatchewan:
AUTO SERVICE CO., LIMITED Regina and Saskatoon

The Canadian Briscoe Motor Company, Limited

BROCKVILLE - - ONTARIO

Improvements in Farm Machinery

While the tractor is getting a great deal of attention at present, development is steadily being shown with other types of farm machinery. To some extent there is no doubt that the tractor has failed to give the service it might because it has been used with implements primarily designed for horse use. Plows, harrows and other tools are, however, being designed and built especially for tractor use, the result being a double benefit in increased efficiency and decreased repair bills.

More attention has steadily been given to the preparation of the seed bed. Thorough work at this time insures the conservation of moisture, and gives better crops. A new tool in this connection is a small spading harrow attachment designed to follow plow bottoms. There is also an interesting new machine which is claimed to plow, disc and harrow at one operation.

It is briefly a large compact rotary spring tooth harrow which digs deep into the soil and pulverizes every cubic inch over which it passes. It has a guard at the rear to stop small stones scattering.

Shallow tillage for many crops under average conditions is proving more profitable than the older root-ripping method. There are now many shallow cultivator attachments which can be used in the place of the old style vertical cutting ones, and which fill the demands on a general purpose farm adequately. Disc cultivators and cultivating attachments, which do rapid work without covering small plants, can be nicely adjusted and in suitable soils are quite ideal for shallow cultivation. Disc attachments can be secured for any two-horse cultivator.

The two-row machine as a general purpose cultivating tool deserves special mention because it can cover two whole rows at a time. The best type of this machine has been developed to the point where, in good soil, fairly level and free from large stones, it will enable the driver to finish two rows completely at one trip and do a perfect job.

Progress in machines for harvesting has kept pace with that in other lines of farm machinery. One might have thought that the ordinary mowing machine had reached its limit of development, but there is the new type with triple instead of double gearing and an extra long cutting bar, which has proved efficient, even when used with horses, and for tractor mowing is to be preferred. There is also a new truss arrangement on some binders by which the weight of the cutting bar is distributed to the driving wheels, resulting in a better grip and eliminating the side drag. A fore carriage gives greater turning facilities on these machines, and the binder engine is very popular. Hay loaders, side delivery rakes, and winnow bunchers, have revolutionized the harvesting of hay.

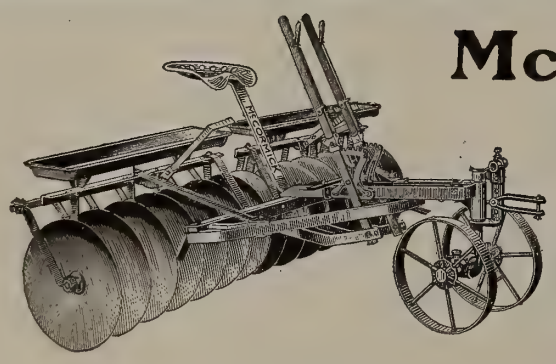
The efficiency of the potato digger has been greatly increased by adding a small gasoline engine which operates the elevating and separating mechanism, the horse power being required only to draw the machine through the soil. The picking as well as the digging is done by the latest type of machine, which fills the bushel crates as they go along, or raise the potatoes into a box wagon driven beside the machine.

From a constructional standpoint, all farm machinery is better made to-day than ever before. Steel has replaced iron to a great extent; cams and gears are more accurately machined and fitted; drop forgings are replacing castings, and breakable wooden parts are being eliminated. To solve the draft problem it is a foregone conclusion that within the next few years we shall see a great many of the ordinary farm machines equipped with roller and ball bearings in dustproof cases, while spring and lock washers will replace the old-time flat washer used in machine assembling.

The Milking Machine

It is a long spell of years since first cows were milked, but at last the farmer is coming to see that the mechanical milker is going to be as great a profit to the dairying industry as is the cream separator. The milking machine business may be said to be yet in its infancy, but the success of these machines, and the records they are showing in practical use, guarantees that the growth of the business from now on will be rapid. It will be wisdom for every dealer who has not done so, to acquaint himself with the milking machine so that he may size up the opportunities that lie along this line in his particular community. Labor shortage and the high cost of help are going to make these machines increasingly popular in dairying districts.

Marriages may be made in heaven, but lots of them end in the other place.



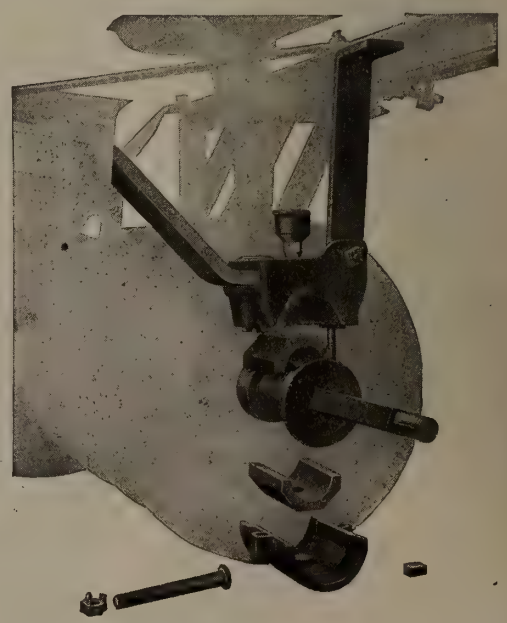
McCORMICK TILLAGE TOOLS MAKE REAL SEED BEDS

ONLY downright good seedbed-making service can make a line of tillage implements popular with farmers and dealers. If tillage tools are wrong in design or in materials, in the big points or the little details, they may struggle along for a while but they won't pan out.

McCormick Tillage Implements—disk harrows, spring-tooth harrows, smoothing harrows, cultivators, scufflers, land packers and drills—continue year after year playing their big part in the making of Canadian seed beds because they pass all field tests that must be met before any machine can get the careful farmer's O.K.

Men who design **McCormick** tillage tools, or design improvements for them, know conditions as thoroughly as it is possible for men to know. That is why you will find betterments on your implements this year that were not there a year ago. Next year they will be better still. It is this interest in better seed-bed building that accounts for rapidly increasing sales of **McCormick** tillage implements in Canada.

Ask the blockman for particulars concerning our tillage sales campaign. With its aid **McCormick** implements sell still more easily. This is a good time to consider 1918 plans.



Detail of McCormick disk bearing. Observe that hard oilers are used, also that the upper and lower bearings can be reversed and that they can be turned end for end, giving practically four wears in one.

International Harvester Company of Canada, Ltd.

BRANCH HOUSES:

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

Water Supply for the Farm Home

For farm use there are, generally speaking, three types of water supply systems, namely, natural, semi-mechanical and mechanical. The determining factor in any case is the level at which the water is secured. The driving pressure of the water in any of these systems is secured either by the force of gravity, by the use of a pump piston, or the expansive force of compressed air.

A column of water one foot high will produce at its base a pressure of .434 pounds per square inch (barely one-half pound), or there will be required a column of water 23 feet high to produce at its base pressure equal to one pound per square inch. This pressure is produced by a stationary column of any diameter, and is independent of the size of the pipe.

Water travelling through a pipe finds considerable friction which reduces its force. The longer the pipe and the faster the flow, the greater the friction. The smaller the pipe and the rougher its bore, the greater is the friction loss.

In direct gravity systems, the delivery pipe goes in a generally downward direction. In such systems there should be about five feet of "head" available at the highest faucet so that there will be sufficient velocity of delivery. Gravity systems include various forms of syphons in which the delivery pipe may rise in some places above the level of the supply. All syphon systems should have accumulation chambers opening from the top of the pipe in which air bubbles may collect without hindering the flow of water.

In some systems the power of falling water is used to elevate a smaller volume of water to a higher level. The hydraulic ram is an example of this, delivering at a higher level ¼ to 1-20 of the water supplied to it.

With mechanical systems we have various types of power-driven pumps and different methods of storing the energy delivered by them so that water may be delivered after pumps have been stopped. The most elementary mechanical pump is the hand type, and these systems may range from the simple pump up to complicated pressure systems.

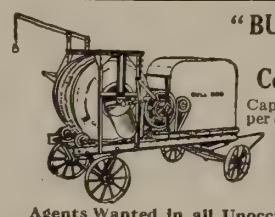
In general there are two types of mechanical systems, however, which are termed shallow well and deep well systems. In the shallow well system the pump is at such a level that the total suction head, made up of friction head and lift above the surface of the water, does not exceed 20 feet. In deep well pumping systems the water level is usually so low that the cylinder of the pump must be placed in it in order to get near enough to water.

The hydro-pneumatic system forces the water above the supply pipe by means of compressed air. In this system a metal tank is used which is kept one-third full of compressed air, with an effective delivery capacity in water of about two-thirds of its capacity. Objections to the pneumatic systems usually include the liability of trouble in the automatic valve, but modern outfits give no trouble in this connection.

In the hydro-pneumatic pressure system a windmill may be used so that automatic pressure regulation is attained. The windmill pumps the water into the pressure tank, located in the basement of the farm home, and from the tank the house is served. In a deep well installation we have an engine belted to a pump jack, the water being pumped to the pressure tank as in the first case. In such a plant the air supplying pump cylinder is below the level of the pipe leading to the water tank. A shallow well installment in many have a pump geared direct to an engine, the water being fed to a hydro-pneumatic pressure system for service to the house.

What a Battleship Needs

In those days of enormous steel demands, the amount of steel used in naval construction is of interest. A battle cruiser requires over 15,000 tons of steel; a battleship around 14,000 tons, a destroyer about 400 tons and a submarine 150 to 180 tons, according to size. The loss of steel due to the sinking of any one of these craft is apparent, and taking the average price of the steel used at $70 a ton, the value of steel lost in a modern naval engagement is enormous. In commercial craft the loss is also great.



"BULL DOG" LONDON Concrete Mixer

Capacity 50 cubic yards per day. Price $357.50 complete with gasoline engine. Pays for itself in 20 days' use. Built to last a life time. Send for catalog No. 1 B.

Agents Wanted in all Unoccupied Territory

LONDON CONCRETE MACHINERY CO.
Dept. K, LONDON, ONTARIO
World's Largest Manufacturers of Concrete Machinery

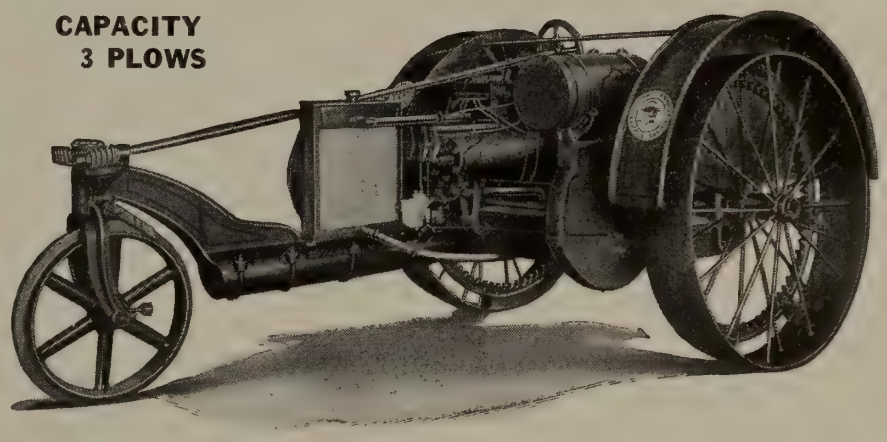
THE HAPPY FARMER TRACTOR CO.

Invincible—in the Field and on the Belt

THE HAPPY FARMER TRACTOR CO.

"The Machine Guns that will Win the War"

CAPACITY 3 PLOWS



Confirmed their Superiority Everywhere during 1917

Happy Farmer Tractors

- Perfect Balance
- Simplicity
- Light Weight
- Accessibility
- Strength
- Short Turn
- Surplus Power
- Steel Cut Gears
- Running in Oil
- Hyatt Roller Bearings
- Self-Guiding in Furrow
- High and Constant Plowing Speed

Guaranteed 12-24 H.P. Now is the time. Investigate our 1918 Dealer Proposition. Write To-day

War conditions demand that farmers turn to mechanical power right now. The dealer should sell tractors to get the largest volume out of the implement business. It is good business for every dealer to select his tractor line early—and to make it the Happy Farmer.

Recently Happy Farmer tractors to the value of $2,262,975 were contracted for by Happy Farmer distributors IN ONE DAY. Manufacturing facilities are being greatly increased, and we can meet the demand. Write or wire for territory—at once.

We also handle Huber Separators and Power-lift Engine Plows. Get our Literature and Prices

- Will do anything other tractors will do—and do it better.
- Will do more and better work than the best horses.
- Dealers selling Happy Farmer Tractors get the cream of the trade—and the net profits.

J. D. ADSHEAD COMPANY, LIMITED

References: Bank of Montreal

225 CURRY BLOCK (OPPOSITE POST OFFICE) WINNIPEG, MAN.

Oleo and the Separator

By W. KEDDELL, Sales Manager, Renfrew Machinery Co.

The introduction of olemargarine into Canada has been, and still is, the subject of keen controversy between dairymen and dairy authorities on the one side, and dealers and the general public on the other. The former see, or profess to see in oleo, the death of the dairy industry in Canada; the dealers "pooh pooh" this idea, and the "G. P." says in effect: "If oleo is cheaper than butter, or if selling it will lower the price of butter, let's have it; the quicker the better."

Every dairy supply dealer will be interested in knowing what effect, if any, the sale of oleo might possibly have on the sale of cream separators; and after looking at the question from both sides we fail to see anything either to worry about or to congratulate ourselves on.

Undoubtedly some farmers will use the introduction of oleo as an excuse to put off buying a cream separator; supposing that happens, let us see how the agent may successfully overcome the argument.

Presuming that the prospect is sincere in advancing oleo as an argument against buying, it will be up to the agent to convince him, not only that he is mistaken, but even that oleo is a blessing in disguise.

Demand Exceeds Supply

In the first place, butter or any other commodity is regulated by the demand; if the demand is in excess of the supply, prices will advance until the output equals the demand. As long as the demand is super-normal, the selling price will remain high; but as the demand diminishes, the price declines accordingly.

Before the war, Great Britain alone imported over 400 million pounds of butter per annum; although her need has increased, her sources of supply and facilities for importing have been so curtailed that her butter importations have declined by quite 50 per cent. In Great Britain alone, therefore, Canada has a market for every pound of butter made.

Before the war, Canada was importing for **home consumption,** over 7 million pounds of butter per annum, New Zealand and the United States being our chief sources of supply. But nearly all New Zealand's butter exports are now going to Great Britain and what we are getting from the United States is almost negligible.

Yet, while our imports have decreased, our exports are roughly **six times** larger now than they were in 1914. And if we were making and exporting **ten times** the quantity of butter that is actually going out of the country, prices would not abate a whit, **simply because the demand would still be in excess of the supply.**

And what of the period to come after the war? Latest reports tell us that Germany is reduced to slaughtering dairy cattle for food. We know that the Germans have denuded of cattle all the territories they have overrun. It will take years to rehabilitate these countries and meanwhile, they will look to Canada for butter and cheese. The demand **after** the war will surely be greater than it is even now.

Oleomargarine is to sell at about seven cents lower than butter, according to report, therefore, every pound of oleo consumed in Canada releases an extra pound of butter for export to the Allies, and we benefit by the difference in price—on seven million pounds an economic saving of $490,000.

To bring it home to the farmer who is "agin oleo," suggest to him that, instead of consuming his usual monthly allowance of butter, he use half the ordinary quantity and substitute oleomargine for the other half and sell the extra butter thus saved; he will be the difference in price in pocket, and the volume of family fat consumption will not be reduced at all. At the same time, he will be assisting the Allied cause by releasing that much extra butter for export.

There is no reason for the farmer to fear oleo; if he doesn't want to eat it, he need not, and if the average householder economizes by buying 35c. oleo instead of 45 or 50 cent butter, it isn't going to affect the dairyman or the dairy industry while there is such an abnormal demand for Canadian butter abroad. And we have the Government's assurance that oleo is only a war measure anyway; so whatever way we look at it, oleo is really a benefit. If it doesn't help cream separator sales, it won't hinder them.

Trade Acceptances

During 1916 the federal reserve banks in the United States purchased for investment in the open market $385,915,973 of trade and bankers acceptances combined. These acceptances are drafts drawn by the seller of the goods on the purchaser, who agrees to pay them on a given date, or arranges to have a bank or firm contract, by accepting the draft, to make the payments for him. They tend to eliminate the discount system in payments for goods, and while enabling the merchant to count on a stated sum at a given date make the purchaser of the goods a more prudent business man in taking obligations and in his payment of them.

As a draft drawn by the seller of the goods upon the buyer, the word "accepted" written across the draft, and signed by the buyer, means that he agrees to pay the amount for which it is drawn in say 60 or 90 days. A bank's acceptance is similar to a trade acceptance, but is accepted for payment by a bank or firm with which the buyer has previously made arrangements for credit. Bearing on their face the evidence that they are based on actual commercial transactions, or attached to bills of lading, trade acceptances become prime mercantile paper, and have a ready market.

For the dealer in the United States, such acceptances eliminate open book accounts, and substitute bills receivable, or actual cash from discounted bills, in the assets of the seller. They give the merchant additional credit facilities, assure promptness and avoid unjustified extension of credit. Through the book account system the merchant not only had to obtain and furnish capital for himself, but in many cases had to furnish capital for the man to whom he sold goods. Competition, which in the early days opened the book account, has, under more normal conditions, aided in bringing about the use of the trade acceptance as a modern credit instrument. No one can realize more fully than the implement dealer the value of a transaction being closed at the time of purchase—a thing made possible by the trade acceptance.

The Trade Paper, and the Man Who Needs It—Not!

By the late Frank D. Blake

Almost the last piece of copy written by the late Mr. Blake, Director of Publicity for Deere Co., bore the above title. Clear through his experience in the machine publicity business Frank D. Blake was a staunch friend of the implement trade paper. Many men are that—but few men can so forcibly give their reasons as could the late publicist.

A few extracts from this, one of the last articles from his pen, are well worth reading by every implement dealer:

"A man can run an implement business and never read a trade paper. It has been done, so why dispute the facts!

"Yes, a man can run an implement business without any aid or assistance from a trade paper. He can also raise chickens and have them roost in the trees, or have a boudoir for his hogs under the house. Such things are done in this country—yet. But, after all, the main thought is not what a business man can manage, some way, to do without, but what aids he can get that will help him on towards success.

"The fact that a man does without a trade paper, published in the interest of the industry he represents locally, is not of itself fatal by any means, because some men, who today are successful, never read trade papers. But in this age, when the call is for high-grade merchants, a man's lack of interest in a good trade paper is a strong indication that he is either losing enthusiasm for his particular line of business, or that he has passed the zenith of his activities, is slowing up, or has already commenced the final decline.

"It is not a wild hazard that the average man who reads an implement trade paper fails to be impressed with the wonderful way in which such a publication covers its particular field; the efficiency with which it gathers up the news of the implement industry and presents it in attractive and readable style.

"Don't forget that trade paper advertisements are nothing more nor less than the manufacturer's message to dealers who handle his class of goods. The manufacturer has something to say to such dealers, and he buys space in a paper which he knows implement dealers should read. He pays for the privilege of telling his business story, from time to time, in the shape of an advertisement. The wide-awake dealer depends upon their working together. They are yoked up, as it were, for all heats of the race, and neither can come in under the wire to win without the other.

"Yes, a man in the implement business can do without a trade paper just as he can do without two meals a day, if afflicted with dyspepsia; just as he can forego the pleasure of picture shows, picnics, parties and theaters; just as he can resist the call of the fields and of the woods, the appeal of the glistening waters, the perfume of flowers, the song of countless birds at twilight and at dawn—if he is out of joint with the world and the beauties thereof."

Business in the businss paper makes business for the live business man. Advertise, brother!

YOUR TRACTOR OPPORTUNITY FOR 1918

There's Profitable, Satisfactory Business with the

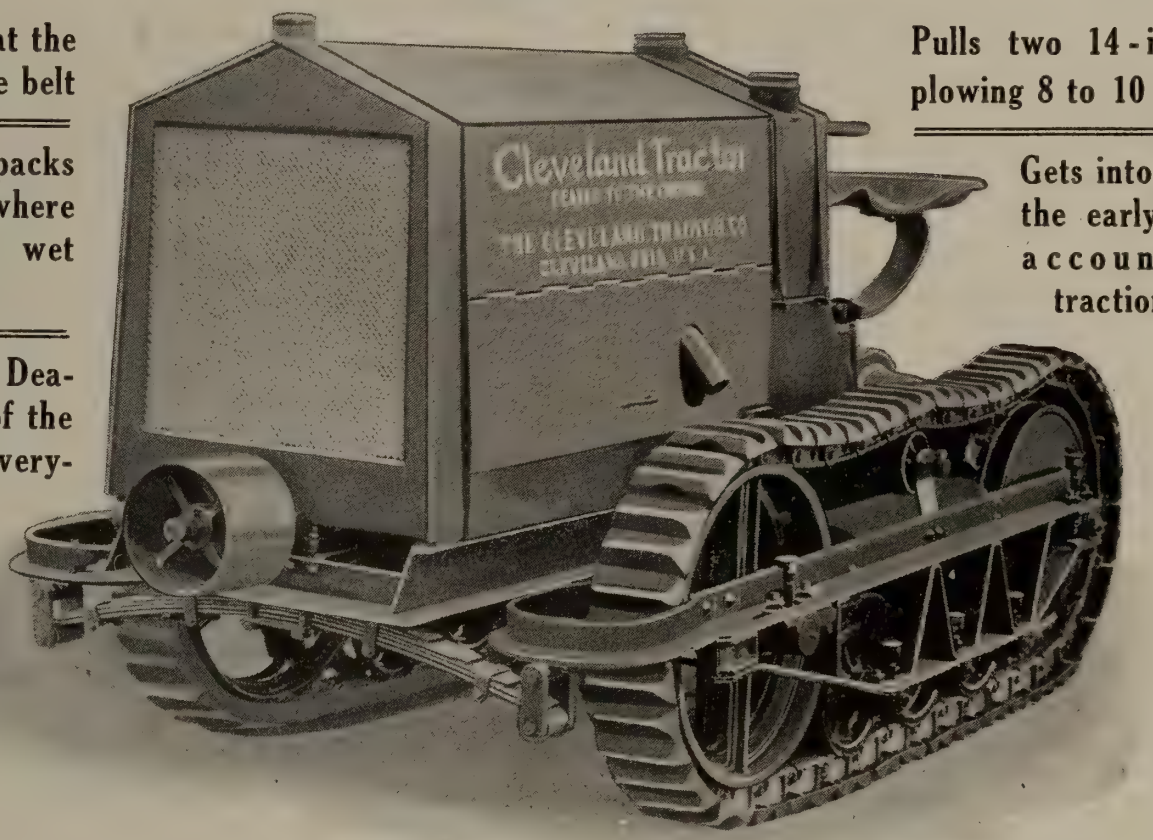
Cleveland Tractor

Geared to the Ground

Develops 12 H.P. at the bar, 20 H.P. at the belt

Neither mires nor packs the soil. Goes anywhere—over hills, sand, wet land, ditches

Cleveland Tractor Dealers get the cream of the tractor business everywhere.



Pulls two 14-inch plows, plowing 8 to 10 acres a day

Gets into the field in the early spring on account of large traction surface

Dealers: Get Our Proposition and Territory, Now

Capable of a wider range of work than any tractor selling at the same price. The Cleveland light-weight unit travels on its own track, that won't mire, stick or pack the soil. Will work anywhere, under all conditions, with minimum fuel and upkeep charges. It is the first tractor to be built of highest grade material—material common to motor trucks, but never before used in tractor construction. Will plow at 3½ m.p.h. as soon as the soil is fit for tillage. Harrows, discs, drills, hauls binder and does all road work. Does not pack the soil because its 2,750 lbs. weight is distributed over 600 sq. inches of traction surface, or less than 5 lbs. per sq. inch. Guaranteed to deliver 20 H.P. on the belt—ample for all stationary work and threshing. Operates at less fuel cost per acre than any other tractor of equal efficiency.

No Other Tractor Has So Many Vital Selling Points

Equipped with special high speed, heavy duty 4-cyl. engine, developing 12-20 guaranteed H.P. Engine is of compact construction; all parts protected from dust and dirt. Simple, sturdy, accessible. Cooling—extra large honeycomb radiator, fan and pump.

Steers by the power of the engine—a touch on the wheel guides it.

Crawler type tread; traction surface conforms to the uneveness of the ground as it is laid down. You know what the "Tanks" did in France. In like manner, the Cleveland travels smoothly and steadily over the most impossible surface. Three strong pulleys on each side support the weight. Every section in the tread is hinged with a grooved bolt which keeps joints well lubricated. All joints are dirt and dust-proof, eliminating all possible wear.

High grade motor truck gearing, all enclosed. The gears run in oil and grease; no dust or mud can reach them.

Height 52-inches; width 50-inches; length 96-inches. Belt pulley 8 x 6 inch face. Turns in 12-foot circle. In plowing both tracks run on solid ground—eliminating side draft. Three point spring suspension; perfect balance and distribution of weight.

We believe that 1918 will be the biggest tractor selling year yet seen. The Cleveland is the easiest selling tractor. It is the first small machine sold that can be operated by a farmer at a profit, whatever his acreage. Territory now being allotted. We advise early action. If you want the best tractor proposition ever offered, write or wire the nearest distributor, right now.

Western Canadian Distributors:

MANITOBA—

GUILBAULTS' LIMITED, Winnipeg

SASKATCHEWAN—

NORMAN COX, Saskatoon

ALBERTA—

FOUNDRY PRODUCTS LIMITED, Calgary

Remarkable Development of Farm Machinery

On the North American continent with its vast area and comparatively small population, the development of labor-saving machinery in connection with farming has been greater than in any other territory in the world. In the densely-populated areas of Europe and Asia, the immense available man-power bred a lack of interest in the development and machinery for farm use. With the coming of war, however, and the absorption of millions of men for military operations, we find on every hand, in the older countries, an ever-increasing demand for the labor-saving devices which are now seen every day upon the farms of this continent.

The most remarkable features in the development of farm machinery, is that, as time goes, it is of comparatively recent origin. There are men in the implement business to-day who can recollect the introduction of the vast majority of the most important developments in plows, binders, seeding and harvesting machinery.

The man of less than middle age can look back to the day when the tractor, combination thresher, corn planter and harvester, modern seed drill and manure spreader, were unknown. By the development, adaptation, and steady improvement in design of these machines, the cost of agricultural production has been lowered and the hours of labor have been lightened. Looking historically at the development of some of the more common implements is not without interest.

The Antiquity of the Plow

The plow is, and without doubt, the oldest farm tool used. No records are available as to when it first appeared. As a crooked stick we find it used in the dim dawn of the world's civilization. This crude implement was undoubtedly man's first effort to cultivate the soil. The Egyptians used such a plow more than a thousand years before the birth of Christ. Pliny and Virgil, ancient Roman writers, state in their writings, that "first plowing should be nine inches deep, but new lands should not be plowed deeply."

The first improvement over the crude plows of early history were made by the Dutch, who imported a plow into England about 1730, which was of an improved type for heavy soils. Later, James Small, of Scotland, improved upon the Dutch plow and made the major portion of iron. Robert Ransome, of England, succeeded in 1803 in chilling his plows, making them hard and durable. P. P. Howard, also an Englishman, developed a plow about the same time, and these two men established plow factories which are among the large English plow works of to-day. Their plows were exhibited and won prizes at the London and Paris Expositions of 1851 and 1855.

On This Continent

In the United States the early colonists used the same type of plows that were in vogue in England. After the Revolutionary war, Thos. Jefferson and Daniel Webster gave the world new ideas in plow design. Charles Newbold, of New Jersey, secured the first patent granted a plow in 1797. His plow was of iron, but, strange to say, farmers rejected it because they claimed it contained so much iron that it "poisoned the soil," retarded plant growth and spread the growth of weeds.

Later, Jethro Wood constructed a plow with a moldboard that would turn the furrow evenly; in fact, it served as a guide for the shape of numerous designs which followed. In 1863 John Lane secured a patent for a soft centre steel plow bottom.

Family Names Now

While there were a number of blacksmiths who were gaining a reputation as plow builders, no real manufacturing industry was established until John Deere, who had a blacksmith shop at Grand Detour, Illinois, moved to Moline in 1847 and established a factory. About the same time, William Parlin and James Oliver established factories which have since grown to immense proportions. Since that time, greater advancement has been made than was made during the previous four thousand years.

In this latter era riding plows were developed, and we now have on record an assembly of 50 plows pulled by three tractors, plowing at the rate of an acre in 4½ minutes. While this is far beyond any practical basis it shows vividly the remarkable development in plow construction. Plows have been developed to meet the requirements of every soil, from the chilled plows for sand and gravel to the highly polished hard steel plow used in the muck and hard scouring soils of the middle west, also sod plows for the raw lands of the western prairies.

Adjustment is Essential

It was early seen that the plow must be adapted to the type of soil, also that it must be properly adjusted. Improper hitching to the plow, whatever its type, has been one of the common causes for plows not doing the quality of work which they might do. The point of hitch, the height of the draft line, the size of the horse, and the side draft of the hitch, are all vital factors in the successful operation of the plow.

As the tractor was developed, the development of the engine plow followed. With this development came the quick detachable share with all its advantages. Turning from the plow let us look for a moment at what the evolution of the harvester has been.

Harvesting Machinery

For cutting the earliest crops the sickle was used, and from the sickle was developed the scythe, the inventor of which, be it said, is unknown. The scythe, while a big improvement over the sickle, was slow, and the march of progress brought us to the days of Hussey and McCormick. In 1833 Obed Hussey, of Maryland, was granted the first patent on a harvester. With many it is still a debatable point as to who had the honor of building the first grain binder. It is claimed that McCormick built his machine before Hussey, although the latter was granted the first patent on this type of mechanism.

In 1858 the Marsh harvester appeared, and a little later John P. Appleby invented the first successful twine knotter, which is today in use on every harvester in a more or less modified design.

The corn harvester followed largely after the ideas involved in the grain harvester. In 1890 Osborne & Co. built a machine which elevated the corn into a wagon drawn alongside the machine. The McCormick binder followed two years later, and in 1893 the Deering corn harvester was placed on the market.

Corn Planters

The first corn planter was patented in 1839 by G. D. Rockwell, and by its use the time required to produce a bushel of corn was reduced from 4½ hours in 1855 to 41 minutes in 1894. This reduction was largely due, be it said, to gang plows, corn planters, riding cultivators, large harrows and the disc harrow.

In the world of threshing machinery we had in the ancient days the threshing floor, where the oxen were tramping the grain. Later came the flail, then the horse-power stationary mill and, finally, the modern grain separator, with its cylinders, sieves, wind stacker and all the labor-saving and efficient modern implements in this line. In the past five years, along with the remarkable development of the internal combustion engine, came the small combination thresher for individual use.

The development of the engine has been one of the most important features in all farm machinery, and its adaptability is so well known that enumeration is unnecessary.

From the first breaking of the raw soil to the threshing of the crop, the development of modern machinery in the past 50 or 60 years has been astounding. Every year that passes sees the appearance of some new machine or an improvement on some old one. In the end this development has speeded up labor, reduced the cost of agricultural production, and increased the number of acres of land that one man can handle efficiently.

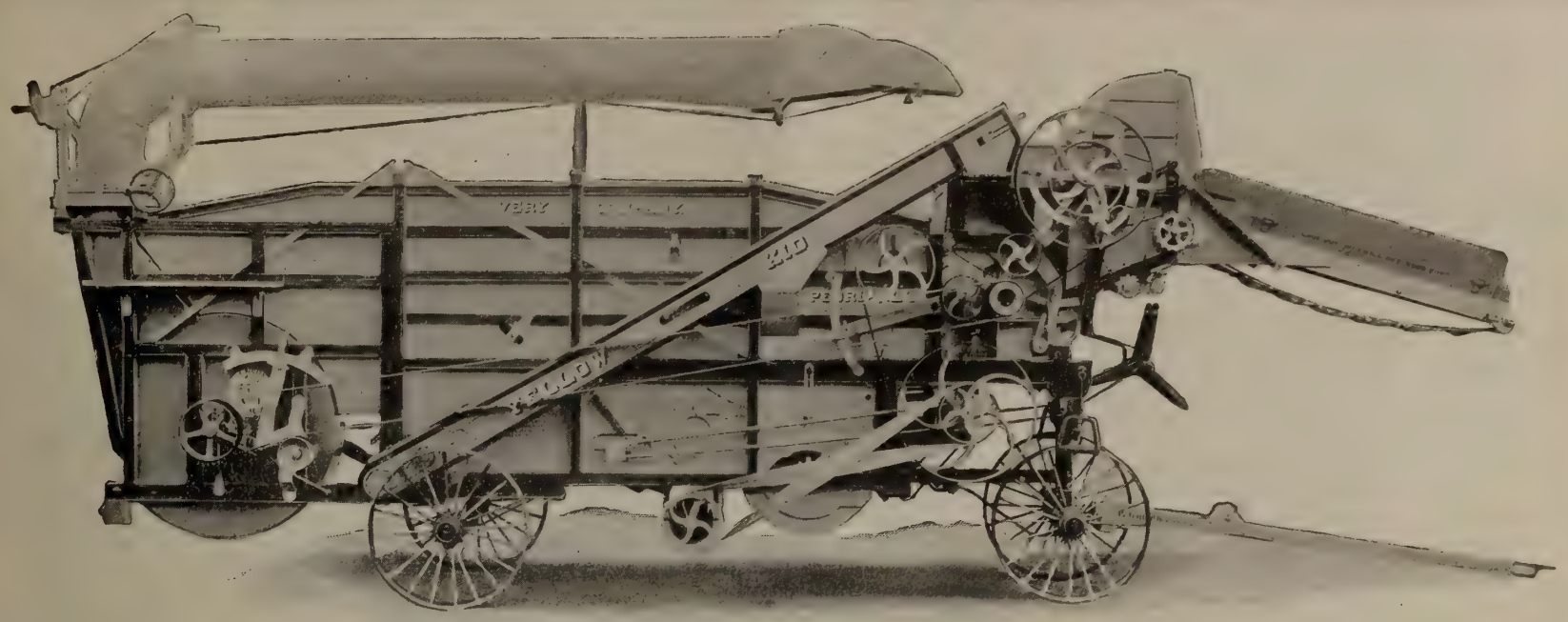
The Value of Advertising to the Dealer

If a dealer nowadays sells goods that the manufacturers advertise, his sales work is greatly simplified. In the farm machine business, where almost everything good is advertised to farmers through the farm papers, the dealer can help himself tremendously by using the local paper to let the farmers know what lines of advertised goods he carries, says F. W. Jones, in the Harvester World.

No matter how willing or anxious the manufacturer or national distributor may be to send customers to the dealer, he cannot send them to any individual dealer. The manufacturer's advertising, by creating a desire for his machines in the farmer's mind certainly makes it easier for the dealer to sell those machines.

When the manufacturers' advertising has created a desire for a machine in a farmer's mind—and it certainly does—the most valuable bit of information the farmer can get is to know where he can see that machine. The dealer who handles the line is the only man who can tell him and the local paper is possibly the best medium he can use.

At the average price for space in weekly newspapers, it costs about one-fourth of a cent per farmer to deliver a message through the local paper. You are not advertising our goods when you do that, says the writer. You are advertising yourself. At the same time you are getting the benefit of our advertising and that of every manufacturer whose advertised goods you carry and you are cutting down your overhead expense by increasing the number of sales you make in any given time.



If You Want the Big Business in Small Threshers— You Want the AVERY "Yellow-Kid"

EVERY dealer selling power farming machinery should have the sale of a good small thresher. The little Avery "Yellow-Kid" fills a long felt want for a small thresher to use with a small tractor. With an Avery Kerosene tractor, a "Yellow-Kid" Separator makes an ideal outfit for the individual farmer or the small threshing run.

THESE SELLING POINTS GET YOU THE THRESHER BUSINESS

Avery Threshers save the farmers' grain. In a canvas test they proved a saving of 99-9/10%—practically 100% efficiency.

You can talk profits when you talk Avery Threshers. You can point to actual results—show real reasons why your customer saves money and makes money by doing his threshing with an Avery "Yellow-Kid."

You can show for example the Avery Teeth—"Guaranteed-for-life"—made of steel so tough that it DOES NOT BREAK, and so fine that you could grind it down and shave yourself with it. (This was actually done in a demonstration where a man shaved himself with an Avery Cylinder Tooth before an interested crowd of spectators.)

You can also point to the Avery Fingers—that "hunt through the straw and chaff for missing kernels" and get them. No other thresher has them—they are an exclusive Avery feature.

SELL A COMPLETE LINE

You get the sale of Avery Threshers on the same contract with Avery Kerosene Tractors, Plows and Engine Disc Harrows—it's the biggest money making motor farming machinery contract for any dealer. Avery Dealers are the only dealers that sell a complete motor farming line all built by one company. There are many distinct advantages in selling under the exclusive features in the 1918 Avery Sales Contract. For full information write:

WESTERN CANADIAN DISTRIBUTORS—

CANADIAN AVERY COMPANY, LIMITED

WINNIPEG, MAN. **REGINA, SASK.**

Avery "Yellow-Kid" and "Yellow-Fellow" Grain Saver Separators are built in eight sizes.
There's a size AVERY Thresher for every size run.

Separator Display Builds Sales

The new Sharples "Ready Quick" Window Display, a photograph of which we are showing, is attracting a great deal of attention among dealers and should prove a valuable asset to every Sharples dealer in Canada in boosting separator sales.

The simplicity and convenience of this window display makes it decidedly attractive. All of the posters and cards are sent to the dealer in a small envelope and the entire display can be arranged in a very few moments' time simply by setting a Sharples Suction - Feed Separator in the center of the window and attaching the various parts of the display as shown in the photograph.

Making Posters Pay in the Dairy Supply Business

This Sharples window is more than a show window—it is a sales window, and dealers should be quick to take advantage of this opportunity of adding an "extra clerk" at no expense whatever. The many exclusive selling features of the Sharples Suction-Feed Separator are brought out very clearly on the colored cards that appear in the window and the posters in many colors make this an exceedingly attractive trim, one that will attract the attention of all who pass a Sharples dealer's store. The Sharples window display is furnished free to all Sharples dealers, and should be taken advantage of to the fullest degree.

A Good Line for Dealers

The steadily increasing demand for cement construction in farm buildings, silos, tanks, foundations, as well as the many uses for cement in the average village community, has, within the past few years, opened up a good field for the sale of cement mixers by farm equipment dealers, says Farm Machinery. While it is true that sales will probably not be as numerous as the sale of cultivators, mowers, etc., nevertheless the wideawake dealer, who is looking for additional lines with which to eliminate certain dull seasons, will find many prospects for cement mixers in the average community.

As practically all mixers are now operated by gas engine power, especially those used in the country, and as the farm equipment dealer is rightly looked upon as the logical man to sell gas engines in farming communities, it is only natural that prospective purchasers of cement mixers will look to these same dealers for advice and assistance in the purchase of cement equipment. Size up the demand. If you procure catalogs and literature showing a full line of cement mixers there is just as much chance for you to sell a cement outfit as any other machine. There are good prospects in almost every community.

Canada Buys Cars

Canada was the principal foreign market for American passenger motor cars during the U.S. fiscal year ended June 30, 1917, the number shipped to this country being 14,421, valued at $11,143,740. The United Kingdom and France led in the purchases of commercial motor cars. In addition to the above number of passenger cars, Canada imported in the same period from the United States 636 commercial cars with a value of $945,047.

Are you selling tractors?

Feed Mills a Good Winter Line

The farm animal does not believe in chewing its food. It gobbles and swallows its ration without chewing the feed. This is especially true of cattle and hogs, the grain being eaten in its natural state and not masticated as it should be. Such feed does not give the animal sufficient nourishment in ratio to the amount consumed. A large proportion passes through the body whole or unchanged, and the digestive and other organs are overtaxed in their efforts to convert the coarse feed into tissue-building properties. To get the same amount of feed value it is therefore evident that the farmer who does not use a feed mill must use an unnecessary quantity of high priced feed.

The Grinder Pays

Every farmer admits that ground feed is profitable, but they also say that the gain from grinding feed depends upon the cost of grinding. If it costs as much to grind grain, when grain is high priced, as the gain in animal flesh would amount to, then grinding is not profitable. But with big prices as they are today the feeding of ground stuff is very profitable.

When a farmer hauls his grain to town to have it ground, and then hauls it back he cannot expect to gain much from feeding ground grain. But with his own little grinding plant he can save money and increase his returns.

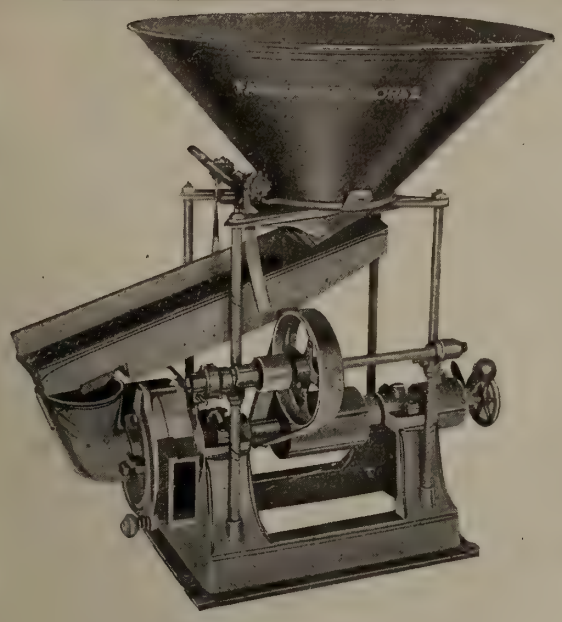
The kind of a grinder he will want will depend upon the amount of grinding and the nature of the feed to be ground. If he has but a limited amount of feeding to do, he won't need a heavy or expensive mill. A sweep mill will answer his purpose, a mill which can be operated by the same team with which he would otherwise transport his grain back and forth from the nearest elevator or feed mill. But most dealers will try to sell him a power grinder, and rightly.

There is in the market to-day feed grinders which will meet the needs of every farmer. From the big power outfit that requires 25 h.p. to operate, down to the dinkiest grinder of small capacity, you can suit your customer. And the variety of types is such that your individual choice is not limited to the makes of one or two concerns. What is generally wanted is a general purpose grinder.

In deciding upon a line of grinders, the burr is the feature which requires most attention. The type, design and construction of the burr decides the efficiency of the machine to a very large extent. The heaviest strain falls upon the burrs; they are the grinding surface and no matter how good the balance of the machine the grinder will not do good work if the burrs are worn. Very hard metal is required for these plates—not only a hardened skin, but a good deep hardness back from the faces.

The design of the throat is also important, while the machine should be so designed that safety appliances are a feature, especially with the high powered types. Feed grinders help promote economy on the farm. The dealer who sells them helps his customers save money. He should carry at least two types of demonstration machines in stock—a sweep mill and a power mill of a size that will have the greatest demand in his territory. Connect up the latter to a line shaft and show the prospect how it will do the work. Grinder and engine sales are usually closely allied and the sale of one machine breaks the ice for the other.

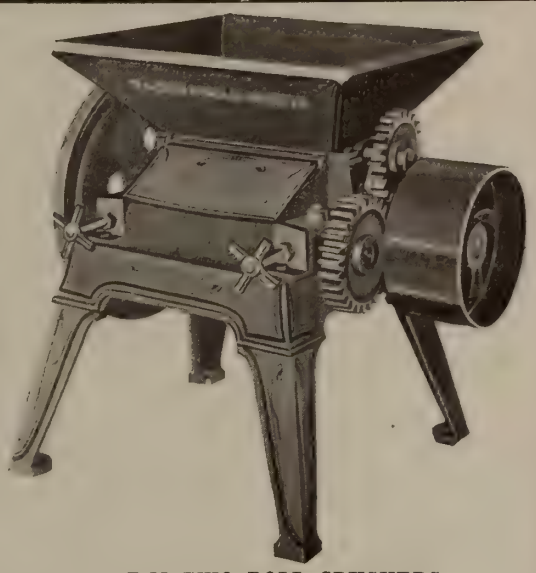
Building grinder business is usually a plain matter of looking for sales, for few farmers will come in and demand this line. It will take a systematic campaign of education to make some potential prospects real buyers. Many farmers there are who must be shown that the mill they are using isn't doing good work, that because of its small capacity it is a losing proposition and that "any old mill" isn't always an economic proposition.



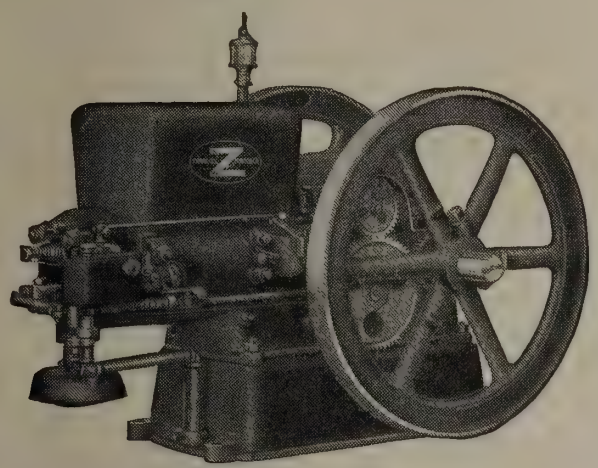
F-M GRINDERS: 6, 7, 8 and 10-inch

For 1918

Add to your Profits and Prestige by securing the Contract for the Old Established Fairbanks-Morse Line.



F-M TWO ROLL CRUSHERS

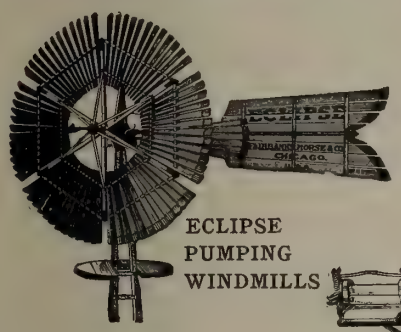


THE NEW TYPE "Z" ENGINE, 1½, 3, 6, 10 and 15 H.P.

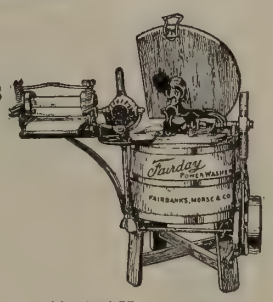
BE THE
Fairbanks-Morse
DEALER IN YOUR TOWN

You are in business to make money, and you seek to handle the best selling lines during 1918. The goods with a prestige behind them are the goods that bring the dealer increased profits. Our line is known from coast to coast for quality; it is complete; there is no "slack season" for Fairbanks-Morse Dealers. We co-operate with our representatives by aggressive consumer advertising, and we direct the customer to our dealer's store. We cordially invite your investigation of the liberal proposition we offer for 1918. Let us tell you fully what the Canadian Fairbanks-Morse Line means to the man who handles it.

A FULL LINE OF PUMPS AND PUMP JACKS



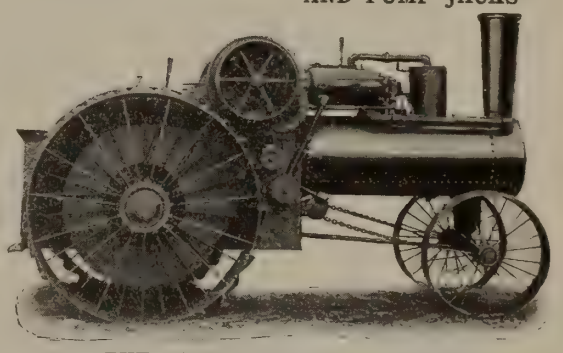
ECLIPSE PUMPING WINDMILLS



FAIRDAY POWER WASHERS

OUR LINE IS COMPLETE:

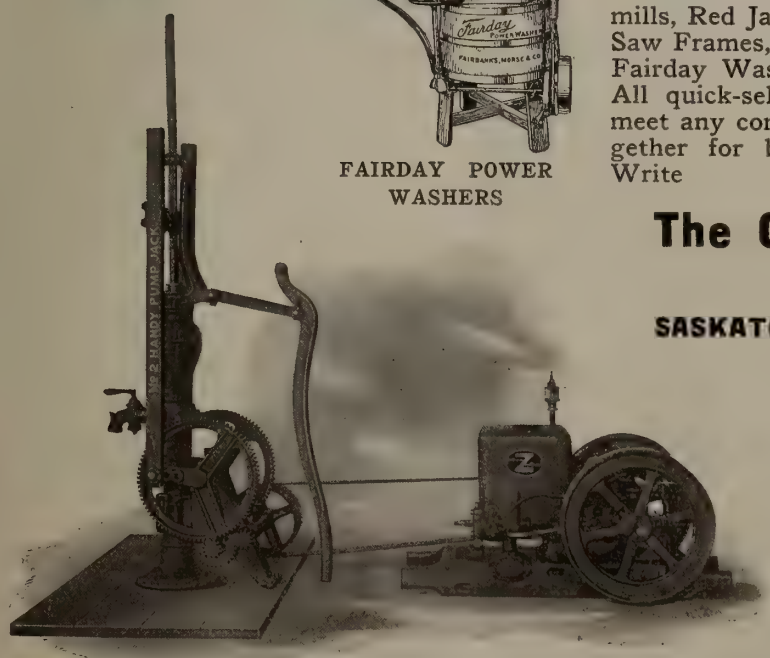
The Type "Z" Stationary Engine, Fairbanks-Morse Combination Threshing Outfits, Townsend 12-25 H.P. Kerosene Tractors, Plate Grinders, Roller Crushers, Straw Cutters, "Cyclone" Portable Grain Elevators, Fairbanks Scales, "Eclipse" Windmills, Red Jacket Pumps, Pump Jacks, Saw Frames, Electric Lighting Plants, Fairday Washing Machines, etc., etc. All quick-selling lines at prices that meet any competition. Let us get together for bigger business in 1918. Write



THE TOWNSEND OIL TRACTOR

The Canadian Fairbanks-Morse Company, Limited

SASKATOON WINNIPEG CALGARY



THE TYPE "Z" ENGINE IS THE BIGGEST ENGINE VALUE YOU CAN OFFER YOUR CUSTOMERS FOR ALL-ROUND SERVICE ON THE FARM

THE GREATEST OF ALL COMBINATION THRESHERS. FAIRBANKS-MORSE 24 x 46 SEPARATOR AND 20 H.P. KEROSENE ENGINE

Happy Farmer Distributors Hold Convention

The second annual convention of Happy Farmer tractor distributors was held at the factories at La Crosse, Wis., Nov. 6, 7 and 8. A large attendance was present. After a careful inspection of the plants, when the field men were keenly interested in the various processes of manufacture, a smoker was held on the main floor of plant No. 1.

Vice - president and general manager B. F. Hamey outlined the plans of the company for the coming year and placed before the distributors the results of the past year and the possibilities now developing for the manufacture of a greatly increased output of Happy Farmers. He stated that it would be necessary, in view of the material situation, to increase the price of the 12-24 h.p. machine, while the price of the Model A, 8-16 h.p., would remain unchanged.

The second day closed with a banquet, when again Manager Hamey outlined the possibilities to the distributor and dealer in the sale of Happy Farmer tractors for the coming year. Several other gentlemen also spoke, while W. A. Jones, advertising manager, told the distributors of the preparations for the extensive advertising campaign which has been planned for the farm and trade papers, and the attractive printed matter for use in follow-ups and direct advertising.

The next day the company went out to see a plowing demonstration on the Seiler farm just outside of La Crosse, where the powerful little tractor fully maintained its reputation.

At noon the entire factory force, between three and four hundred, were given a luncheon, when Mr. Hamey announced the distribution of the 10 per cent wage loans to all men who had worked through to November 1. This bonus amounted to over $6,000. Throughout the convention representatives of the Hyatt Roller Bearing Co. and the Madison-Kipp Lubricator Co. explained the working of their respective equipment to the distributors. The concrete results of the convention included the placing of orders and actual shipping specifications for a total volume of $2,262,975 worth of tractors. Orders call for shipments beginning at once and to continue throughout the winter. With the installation of $75,000 worth of new machinery already purchased, and partly installed, the two Happy Farmer plants at La Crosse will be crowded to capacity throughout the entire year.

In advertising cheap goods, the price is the thing to bring to the front. In advertising good merchandise, make the quality the conspicuous thing in your talk.

Cleveland Tractors in Canadian West

Distributors have now been appointed for the Cleveland tractors throughout Western Canada, this machine being manufactured by the Cleveland Tractor Co., Cleveland, Ohio. In Manitoba the distributors are Guilbaults, Limited, Winnipeg; in Saskatchewan, Norman Cox, Saskatoon; and in Alberta, Foundry Products, Limited, of Calgary. It is reported by the manufacturers that the Cleveland tractor, which has a great demand in the United States, was developed to meet the requirements for a light-weight caterpillar tread machine that would sell at a reasonable price. The Cleveland, it is reported, with its 10-20 H.P., handles three plows in stubble and two in sod. It is a low set machine, with a very powerful engine, the material throughout, and the finish, being such as is usually associated with motor truck pro-

HOTEL VANCOUVER, VANCOUVER, B.C.

ENJOY THE BIG OUTDOORS AND THE SUMMER PASTIMES

RIDE MOTOR GOLF

AT VANCOUVER VICTORIA NEW WESTMINSTER

Where the Moderate Winter Climate Beckons and Teases You to Come

Special Round Trip

EXCURSION RATES

ON SALE CERTAIN DATES

DECEMBER JANUARY FEBRUARY

See the

CANADIAN PACIFIC ROCKIES

500 MILES OF SCENIC BEAUTY

This Season Extend the Trip to

HONOLULU

"Paradise of the Pacific"

For Full Information, Reservations, Etc. Ask any Agent of

"THE WORLD'S GREATEST HIGHWAY"

CANADIAN PACIFIC RAILWAY

EMPRESS HOTEL, VICTORIA, B.C.

duction. The various distributors report that a large stock of repairs will be carried at the various western points, these being very reasonable in price. The tractor is very fully protected from dirt and dust, and is very easily handled, turning in a small circle. The various sections of the tread are lubricated and fully enclosed, and all gearing is also enclosed. The weight of the tractor is about 2,750 pounds, and at the plowing demonstration at Toronto its plowing speed work and general mechanical efficiency and power were very favorably commented upon by those present.

Interested dealers can obtain full particulars and other data by addressing the Cleveland distributor in their province.

Ontario Government Buys Lauson Tractors

The two Lauson 15-25 h.p. tractors which were exhibited at the recent Toronto demonstration made such a strong impression on observers that both of them were purchased on the grounds by the Ontario department of agriculture. One of the machines was shipped to Welland and the other to Onondaga, where they will be used in the increased food production campaign of the province.

Lauson tractors are made by the John Lauson Mfg. Co., and they have a good reputation for deep plowing. At the great demonstration at Fremont, Neb., they won the reputation of plowing the deepest of any tractors on the grounds. The 15-25 h.p. Lauson is a four-wheel machine, with double drive. It pulls 3 14-inch plows or a 24-inch separator. The engine is a 4-cyl. vertical type, 4 x 6, valve in head design, for using either kerosene or gasoline. The drive wheels are 54 x 12 inches, and the total weight about 5,000 lbs. Dixie high tension ignition, a cellular radiator, semi-steel machine cut gears, and twenty-one Hyatt roller bearings are other features in the Lauson tractor. Interested dealers should communicate with the company at New Holstein, Wis., for complete data.

New Members for C.F.M.

In Western Canada the Canadian Manufacturers' Association is steadily increasing its membership. In the past month Brandon heads the list with 18 recruits, amongst which are the following firms:

Brandon Machinery & Implement Works, Brandon Pump and Windmill Works, Canadian Lightning Arrester & Electrical Co., Cockshutt Plow Co., International Harvester Co.

In Winnipeg the Ford Motor Co. and the Manitoba Rolling Mill Co. are also new members of the manufacturers' organization.

Factory Briefs

The J. I. Case Threshing Machine Company, Racine, Wis., is erecting a four-story warehouse addition, 100x135 feet in size.

The Emerson - Brantingham Company, Rockford, Ill., announces the completion of the large addition to its tractor plant at Minneapolis. The addition is 150x250 ft., with daylight basement, and adjoins the old plant on the west.

The Nichols & Shepard Company, Battle Creek, Mich., will soon commence the manufacture of a medium-sized tractor on a large scale. This concern has been building large gasoline and kerosene tractors for some time.

The Chevrolet Motor Company, Flint, Mich., is reported to have entered the tractor field. The U.S secretary of the treasury has allowed certain parts made in Canada by the Chevrolet Canadian factory to be admitted free of duty upon the representation that the importations were to be used by the Chevrolet company to make tractors.

General contract has been awarded in connection with the erection of a $10,000 reinforced concrete and brick factory for the Prest-O-Lite Company, manufacturers of auto lighting equipment and welding plants.

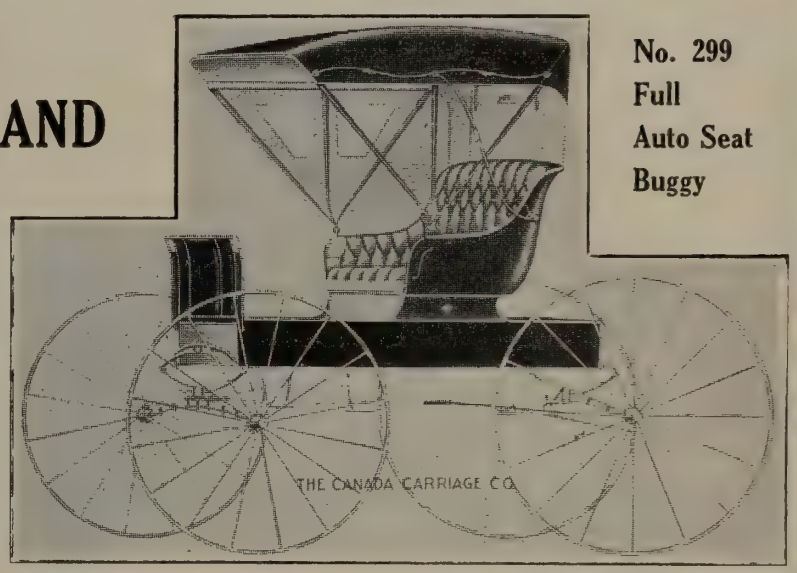
Willard A. Van Brunt, for many years president of the Van Brunt Manufacturing Company, Horicon, Wis., maker of grain drills, has retired from active direction of the business. The company some time ago passed into the control of Deere & Company, Moline, Ill.

Agricultural Engineers to Meet

The eleventh annual meeting of the American Society of Agricultural Engineers will be held in Chicago, December 27 to 29. A number of subjects of interest to the implement industry will be discussed at this convention. Many addresses will be given on important subjects, such as: wagon standardization, anti-friction bearings as adapted to farm machinery, lubricating oils for kerosene tractors, tractor tests, electric power for field work, farm lighting systems, barn ventilation, etc.

BROCKVILLE BUGGIES

MEET THE POPULAR DEMAND



No. 299 Full Auto Seat Buggy

Their Established Reputation for Quality and Serviceability has built up Permanent Confidence Everywhere

In 1918 we are, for the first time, going direct to the trade with our "Jubilee" Line. We desire to draw your attention to its value, and welcome the fullest investigation.

BROCKVILLE BUGGIES will get you the trade in any territory; they have outstanding features and in - built value that creates satisfied customers and ensures the dealer profitable business.

ASK FOR NEW CATALOGUES AND FULL PARTICULARS

No. 299 Full Auto Seat
THE PERFECT BUGGY
Guaranteed For Five Years

SEAT——Extra wide, with high back.
BODY—Heavy panel, plugless type; steel clamped corners.
TRIMMING—Highest grade leather; padded wing dash; pocket apron; rubber mat.
TOP—Three bow auto type, with back stay; large side and back lights.
WHEELS—"A" Standard grade; screwed rims; brass caps.
GEAR—Full wrought iron; parallel channel reaches; 12-in. circle.
AXLES—Arch; 15-16-inch; piston rings.
SPRINGS—Long, easy riding; 3 and 4 leaf; oil tempered.
PAINTING—Body black; high finish; gear—green or red, striped and varnished.

The Canada Carriage Company, Limited
156 Princess Street :: Winnipeg, Man.

Stocks Carried at: WINNIPEG SASKATOON MOOSE JAW CALGARY EDMONTON

Who is the Logical Tractor Dealer?

By Geo. A. DECHANT, Advertising Manager, J. I. Case T.M. Company

Whether the automobile dealer or farm implement dealer should handle tractors is a question much discussed these days. Our observation for the past few years has been that automobile dealers in large cities take little interest in farm tractors. The Case Co. manufacture and sell both automobiles and tractors. Our salesmen usually find that the automobile dealer in large cities refuses to handle tractors because he does not get out into the rural districts very much; that is, he seldom gets off the main highways leading from one county seat to another. The automobile distributer's trip from headquarters to country town usually means that he is after a sub-dealer in a county seat or other town in some part of his territory. He calls on these dealers for the purpose of expanding his pleasure car trade. This distributer of automobiles can very well suggest selling helps to a local motor car merchant, and sometimes goes out to help his sub-dealer close a hard deal. He knows his car; he knows the prospects' counter-arguments, and is also quite familiar with the retail buyers' expectations in the way of performance of the car.

Automobile Man Does Not Know Requirements

Now, let us consider this same automobile distributer attempting to sell tractors at retail or in quantities. This distributer has perhaps been in the country very little. He does not know farm machinery operations. He is unfamiliar with the application of tillage tools to the various fields and soils. He knows very little, if anything, about belt driven farm machinery, and much less about the amount of power required to drive a given type or size machine. He is perhaps not even inclined to be interested in the many ways of soil tillage and crop handling; therefore would be practically helpless in explaining to a small town dealer or a farmer something of real interest about a tractor.

The dealer in automobiles has also been accustomed to having repair work brought to his garage or service station, where his mechanicians put the car in running order.

It is not so with the farm tractor. The farmer cannot bring his tractor to the city if something goes wrong with it. The expert or repair man is expected to do the job where the machine is located, be that in the farmer's barnyard, the shed, or down in the lower forties where the breakage occurred or the trouble arose.

The Implement Man Knows!

Mr. Implement Dealer has been repairing tractors anywhere for a long time. He has been called upon to repair and adjust machines in the field and out on the road under all kinds of weather conditions. He knows how important it is to the farmer to get the implement or tractor going again.

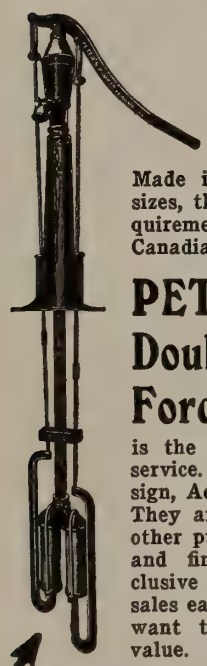
He knows just what can be done with a tractor — he also knows what cannot or should not be done. He understands tillage tools, haying machinery, harvesting machinery, as well as all kinds of belt driven machinery ordinarily used on a farm. He can suggest what type and size tractor is most suited for Sam Jones' requirements. The implement dealer has been so close to the farmer, selling him all kinds of machinery, that in many cases the dealer is quite familiar with the kind of soil as well as the annual production of the various farms in a given township. He knows whether Mike Smith has a stony field, a sandy farm, hilly, swampy or gumbo acreage. He knows all about the usual practice of handling crops—storing, hauling and marketing—in a given community. He can intelligently advise and suggest to Mr. Farmer what tractor or combination of machines would be most profitable to buy. The dealer in the city has had little opportunity to analyse these needs; consequently cannot be expected to render a combination service to the tractor buyer which would be equal to the service rendered by the experienced implement dealer in the country town.

The Combination Dealer

It is found, however, that some implement dealers in county seat towns and villages who handle automobiles are also handling tractors. In such cases a successful general line merchant in a country town may sell several pleasure cars, a few trucks and tractors annually alongside of his hardware, flour and feed, dry goods, grocery, or other mercantile business. This kind of a dealer, we believe, has high possibilities before him as a tractor merchant. This man comes in contact with farmers very often. He gets into the crossroads and byways. He knows what is going on in the way of crop raising, and what kind of machinery and implements are necessary to plant and harvest the different crops raised in his community. His combined experience with implements, farms, autos, tractors, etc., naturally puts him in a position to most intelligently and successfully sell tractors, as well as render the right service to the farmer.

Thousands of Case tractors were successfully sold by this class of dealers the past year. In the early tractor days dealers were somewhat helpless when adjustments or repairs were necessary for a machine. A few years ago they even asked for factory help to make deliveries. This condition is being rapidly improved and during the season of 1917 our dealers have in most cases succeeded admirably in not only making their own sales, settlements and deliveries, but made adjustments and remedied complaints when necessary.

PETERS PUMPS



Gives More Water in Less Time with Less Energy

Made in many styles and sizes, they will meet all requirements of the Western Canadian farmer.

PETERS' Double Cylinder Force Pump

is the last word in pump service. Unequaled in Design, Action and Durability. They are different from all other pumps in construction and finish, and have exclusive features that make sales easy to customers who want the BEST in pump value.

ALWAYS DELIVER THE WATER

Dealers: Get Peters' Pump Proposition for 1918

Our line is absolutely up-to-date in every respect. Every pump we produce is given special attention. Peter's Pumps are perfectly assembled—they have no "comeback." Sell them and you make satisfied customers.

A POST CARD WILL BRING OUR LATEST CATALOG.

Manufactured by

Peter's Pump Company, Kewanee, Ill.

Exclusive Canadian Agents:

Tudhope Anderson Co., Ltd.

Winnipeg Regina Saskatoon Calgary

Write Nearest Branch House for Particulars.

Synopsis of Canadian North-West Land Regulations

THE sole head of a family, or any male over 18 years old, who was at the commencement of the present war, and has since continued to be, a British subject or a subject of an allied or neutral country, may homestead a quarter-section of available Dominion Land in Manitoba, Saskatchewan or Alberta. Applicant must appear in person at Dominion Lands Agency or Sub-Agency for District. Entry by proxy may be made on certain conditions. Duties—Six months residence upon and cultivation of land in each of three years.

In certain districts a homesteader may secure an adjoining quarter-section as pre-emption. Price $3.00 per acre. Duties—Reside six months in each of three years after earning homestead patent and cultivate 50 acres extra. May obtain pre-emption patent as soon as homestead patent on certain conditions.

A settler after obtaining homestead patent, if he cannot secure a pre-emption, may take a purchased homestead in certain districts. Price $3.00 per acre. Must reside six months in each of three years, cultivate 50 acres and erect a house worth $300.00.

Holders of entries may count time of employment as farm labourers in Canada during 1917, as residence duties under certain conditions.

When Dominion Lands are advertised or posted for entry, returned soldiers who have served overseas and have been honourably discharged, receive one day priority in applying for entry at local Agent's Office (but not Sub-Agency). Discharge papers must be presented to Agent.

W. W. CORY,
Deputy Minister of the Interior.

N.B.—Unauthorized publication of this advertisement will not be paid for.

BRADSTREET'S

Established 1849 Capital and Surplus, $1,500,000

Offices throughout the civilized world. Correspondence invited

Executive Offices:
346 and 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA:

Halifax, N.S.; Montreal, Que.; St. John, N.B.; Hamilton, Ont.; Ottawa, Ont.; Toronto, Ont.; London, Ont.; Quebec, Que.; Calgary, Alta.; Edmonton, Alta.; Vancouver, B.C.

C. G. SCHAFFTER, Supt.
Commercial Travellers' Building, WINNIPEG, Man.

The Small Town Dealer Best Tractor Dealer

We believe that the most successful tractor merchants will continue to be **dealers in small towns,** who sell implements, autos and tractors. Then there will be, we believe, a new type of dealer who will specialize in the sale of power farming equipment. It makes little difference what line of business a dealer is engaged in at the time of taking on a tractor agency. The most important thing is that he has selling ability, spreads publicity, and uses good business judgment.

Selling Sheet Metal Goods

In the sale of sheet metal goods the implement dealer has a good field at most seasons of the year. The portable granary in its various types calls for considerable attention from the retailer, albeit the price of this line has advanced with the kiting upwards of all sheet stock. The granary is realized by the farmer to be an essential, and throughout the West we yearly can see more and more portable granaries coming into use.

As well as the granary there is, however, a diversity of sheet metal lines in which the dealer is interested at all times. We have metal siding, metal shingles and other building specialties. When the farmer has had a good crop, he generally wants to make some improvement on his buildings, which leads to a demand for this line that the dealer can profit by.

Stock tanks are a standard line which the dealer in almost every district ought to be interested in. In their various types and sizes these tanks are in good demand, especially in the dairying areas. Along with these naturally arises the idea of the tank heater for the winter watering of stock. Ice-cold water is injurious to live stock and in any one community there is bound to be good prospects for the sale of tank heaters of various types. There are many good makes of these heaters on the market, and that they sell is evidenced by the fact that mail order concerns now are pushing them in their publicity matter. By all means investigate the tank heater business, for it can be made profitable.

In addition to stock tanks in various shapes and sizes, the dealer has usually a field for the sale of wagon tanks, for both water and oil. Threshermen are good prospects for both—while wagon water tanks are required on many farms.

Culvert, well curbing, oil barrels, hog troughs, eavestrough—there are a whole lot of sheet metal lines which the dealer might find profitable in his community. The implement dealer is as logical a man to handle this line as either the hardwareman or tinsmith. They are directly in his line as farm equipment, and the sheet metal goods trade properly gone after, is one that returns handsome profits to the retailer.

Substitutes for Wood

In the farm implement industry it is remarkable to note the many lines in which wood has been replaced to a large extent by steel, tile, cement and other substitutes. One instance, states a correspondent in an exchange, is the decrease in the sale of the wooden silo, while new patented substitute roofings, which sell at higher prices than wooden shingles, make headway against the latter because of lower maintenance charges, greater durability and reduced fire risk.

Wooden fencing has been replaced by wire fencing, largely because of its ease of construction, neat appearance, low initial cost and small cost of upkeep. In the middle western states, investigation shows that nearly nine-tenths of all the fencing now standing is of woven, barbed or smooth wire.

In vehicle lines the horse drawn vehicle has been replaced to a considerable extent by the automobile, while in modern vehicle bodies steel is now used. In all horse drawn vehicles a gradual decrease in the use of wood is anticipated. Another trend of the times is the substitution of steel for the wooden windmill. Figures quoted show that more than 75 per cent of all windmills being turned out are of steel construction. Yet another typical example is in farm tanks. The wooden tank is disappearing to a great degree and galvanized and other sheet metal is being used for this line in an ever-increasing degree. Modern harvesting machinery, and, in fact, all lines of farm machines, show that gradually wood is being replaced by metal wherever possible.

A Matter of Pull

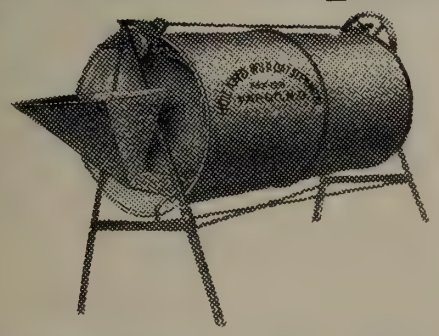
Fred—"This tractor game is just like a political job."

Ed.—"How do you make that out?"

Fred—"The best have the most pull behind them."

The stiffer your lines are the more good it will do to push on them.

The "HOILAND" Wild Oats Separator



The One Machine that Separates Wild Oats from Tame Oats and Other Grains

It does the work perfectly and is just what the farmer wants. No machine is more efficient for the purpose.

Let us send you full particulars regarding this machine. You'll find it a profitable line to handle. Write at once.

WESTERN CANADIAN DISTRIBUTORS:

Cushman Motor Works of Canada, Limited

Builders of light weight, high grade Gasoline Engines for all Farm Power Work

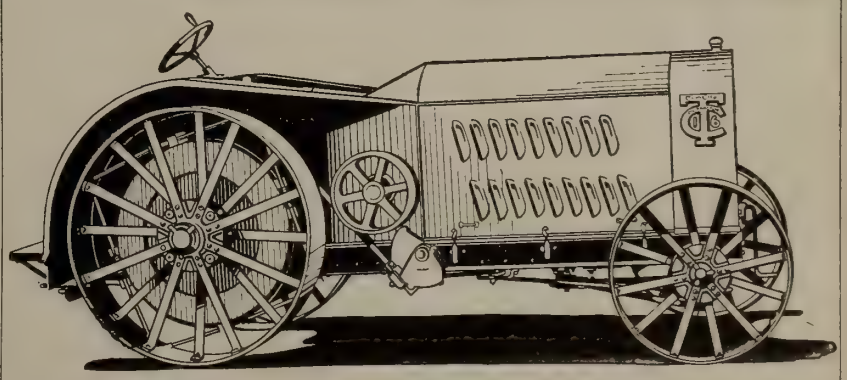
DEPT. E., WHYTE AVE. AND VINE ST. WINNIPEG, MAN.

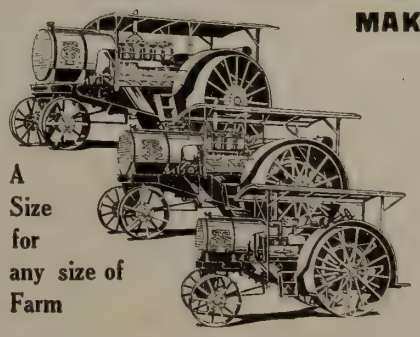
A "TWIN CITY" CONTRACT WILL GET YOU THE TRACTOR BUSINESS IN 1918

TWIN CITY OIL TRACTORS

16, 25, 40 and 60 Drawbar H.P.

ALL SIZES BURN KEROSENE, DISTILLATE and GASOLINE





A Size for any size of Farm

MAKE THE TWIN CITY "16" YOUR LEADER

A powerful "little brother" of the famous Twin City line. Reliable, strong, completely protected, rides on coiled springs. Hyatt heavy duty roller bearings throughout. Runs on cheapest fuel. Simple and accessible design. Weight 7,500 lbs. Get full specifications.

Write for Literature Prices and Particulars

Minneapolis Steel & Machinery Co. of Canada, Limited

923 LOGAN AVENUE WEST WINNIPEG

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelope. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

R.N.W., Alta.—There is now no concern in the Canadian West handling Chicago Aermotor goods. For repair parts for one of their windmills, address the home office and factory, Aermotor Co., Rockwell and 12th Streets, Chicago. They can supply you.

R. & Co., Sask.—Any repair parts for Emerson plow, No. W. 284, can be obtained from the Tudhope-Anderson Co., at either Regina or Saskatoon.

E.E.C., Alta.—Bowsher Mills are not handled by any concern in Western Canada. They are manufactured by the N. E. Bowsher Co., South Bend, Ind., from whom you would have to order direct. For a Canadian made mill of 125 bushel capacity, you could communicate with J. Fleury's Sons Co., Aurora, Ont., or the nearest branch of the International Harvester Company, who handle large Vessot mills.

C.E.C., Sask.—Re repair parts No. X113 and S.B.273 for disc harrow. No. X113 is the cap and No. S.B.273 the boxing for wheel of front carriage of a Deere & Mansur Disc Harrow. The Saskatoon branch of the John Deere Plow Co. can supply you with these parts.

J.O.D., Man.—Briefly, the Parrett tractor is a four wheel machine, 10-20 h.p., Buda 4 cylinder engine, 4½ x 5½, Kingston carburetor, h.t. ignition. Double drive on rear. Use gasoline or kerosene. Weight 5,000 pounds. Ask for full particulars from the Parrett Tractor Co., Chicago, Ill.

W. & W., Sask.—H355 is bearing box spool for a New Extension No. 40 disc harrow. Can be obtained from the Emerson-Brantingham Implement Co., Regina.

M.L.S., Man.—VB11 and VB12 are burrs for an old Buckeye feed mill made by the Buckeye Feed Mill Co., and now obsolete. You can get repair burrs from the Bauer Bros. Co., Springfield, Ohio.

G.B., Sask.—Clevis HF27 is the cross clevis for a Good Enough gang plow made by the Moline Plow Co. You can obtain new part from the John Watson Mfg. Co., Winnipeg.

F.H., Alta.—For grain cleaning machinery suitable for a small elevator we refer you to the Twin City Separator Co., Winnipeg, or the Cushman Motor Works of Canada, Winnipeg.

J.B.C., Man.—No repairs for Milwaukee cream separators are carried in the Canadian west. Address the Milwaukee Separator Mfg. Co., Madison St., Milwaukee, Wis. Viking separators are sold by the John Watson Mfg. Co., Winnipeg.

P.C., Sask.—The only types of tractors with plows built underneath that we know of are made by the following concerns: Advance Rumely Thresher Co., Hackney Mfg. Co., St. Paul, and the Hoke Tractor Co., South Bend, Ind.

M.W., Man.—The only concern that we know of who manufacture bolster springs for wagons is the Harvey Spring and Forging Co., Racine, Wis.

S.L.B., Sask.—A new pitman for the Model 12 Star Windmill can only be procured direct from the manufacturers, Flint & Walling Mfg. Co., Kendallville, Ind.

Cushman Engines in a new Field

Experiments on the production of hemp have shown that it is practically useless for a single farmer to attempt to make a success with this crop, but a co-operation of farmers is found profitable. The machinery is expensive, and farmers have to unite in purchasing it. A new development for the Cushman light - weight engine is for use in the special hemp harvesters now being used, and many 8 h.p. Cushmans are now used for this purpose. The heavy harvesters are hauled by horses, the mechanism being operated by the Cushman engine. Recently the United States War Department purchased about 70 Cushman 4 h.p. engines for use at the various army posts in the United States.

Sisal as a Jute Substitute

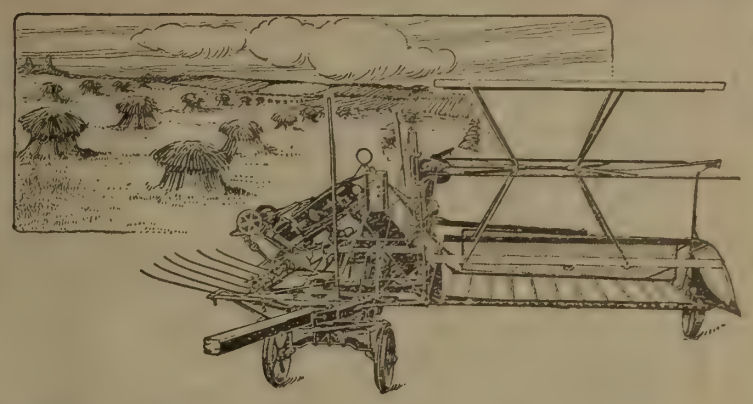
Experiments have been made with bags made of sisal fibre which were put to the same use as were bags made of jute. The sisal products were not only as strong as jute bags, but lasted twice as long. Heretofore it has only been the cheapness of jute which closed this market for sisal. On account of shipping and financing difficulties in the far east no consignment has reached America for a long time. In price sisal now meets jute on even terms. With this campaign to use sisal as a substitute for jute, the sisal growers will, with an increased demand, probably still further boost their prices. At present sisal is a cheaper material for rope manufacture than even low grade manila, and undoubtedly considerable sisal will be used in the future in the making of rope, bundling twine, etc. At present sisal fibre stocks are heavy as manufacturers have deferred their purchases of raw material for binder twine purposes.

Head Office Moved

The head office of Carriage Factories Limited, which is composed of the Tudhope Carriage Company, Orillia; Canada Carriage Co,. Brockville; Munro & McIntosh, Alexandria, Ontario and the Henry Carriage Company, Montreal, has been moved from Montreal to Toronto with Manager Hill in charge.

Now for 1918 business!

Smooth Sailing in Selling



DEERING—the name means millions of acres successfully harvested, because the **Deering** name has been on so many thousands of binders and mowers, and because the **Deering** reputation has been the basis of so many successful harvests. The minds of many men and women can hardly think "harvest time" or "haying time" without entertaining the **"Deering"** thought at the same time.

On the farms of your own territory, the name **Deering** is just that much of a household word. If you now handle **Deering** binders and mowers, you could hardly realize what a help that is in selling, unless you quit and began to sell some line on which the ice has not been continuously broken these many years.

If you are not now selling **Deering** binders and mowers, the time is here to be contracting for next season's business and next season's profits. To deal with **Deering** is to be sure of prompt service in delivery and repairs, and all the advantages that grow out of reputable, long established business. Write the nearest branch in due season.

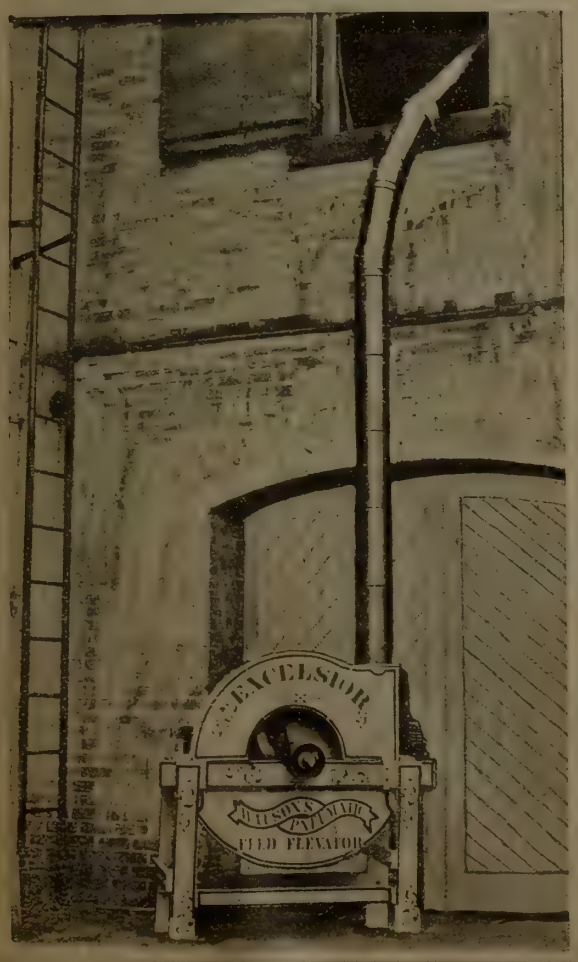
International Harvester Company of Canada, Limited

BRANCH HOUSES

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta; Estevan, Sask.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

The Watson Line of Feed Cutters is Complete. It Helps Your Customers Save Feed and Lower Feeding Costs



Seven Styles—for Hand, Horse or Engine Power

Here we illustrate our "EXCELSIOR" Pneumatic Feed Cutter. This machine has a heavy, balanced, 2-knife wheel, cutting ⅜, ⅝ and 1-inch lengths. Gears supplied for any length cut. Has 13-in. mouth and extra long and wide hinged feed box. One lever starts, stops and reverses. Fitted with horse-power coupling and 9 x 8-inch pulley. Power required 10 h.p. All working parts protected. Will cut and elevate up to 6 tons per hour, blowing feed up to 40 feet. Regularly supplied with plain table; travelling feed table at low extra cost. Blower connection fits ordinary 7-in. stovepipe. The best machine sold for cutting and elevating hay, straw or corn. Investigate our line of feed and fodder cutters.

Watson's Hardwood Frame Saws

Our hardwood frame pole and wood saws are a big selling line these days of high coal prices. Have solid steel shafts and rigidly braced frame. Three 5 x 6-inch pulleys; extra heavy solid, balanced flywheel. Weights 285 and 325 lbs. Complete saw mandrels supplied if desired. We carry a full line of quality saw blades.

Get Our Prices

THE WATSON LINE INCLUDES:

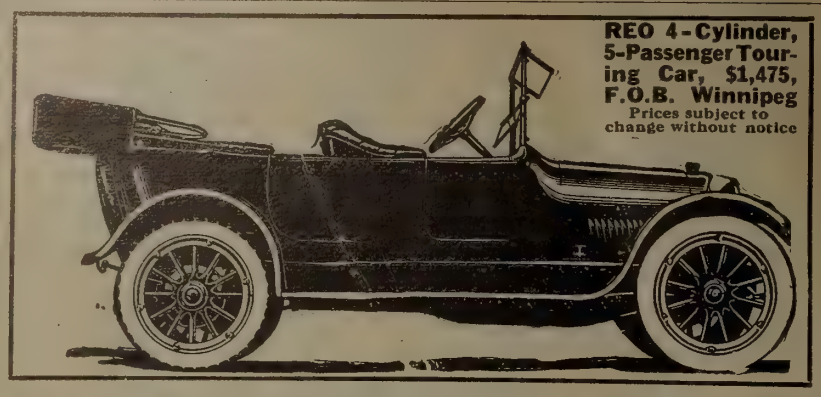
1½ H.P. Engines	Wood and Pole Saws	Farm and Bush Sleighs
Pulverizers	Barrel Skids	Wheel Barrows
Whiffletrees	Boss Wood Harrows	Channel Steel Harrows
Root Pulpers	Light Delivery Sleighs	Roller Crushers
Bevel Jacks	Boss Steel Harrows	Warehouse Trucks
Push Carts	Feed Cutters (7 styles)	Grain Grinders
Horse Powers	Harrow Carts	Pump Jacks

Hand and Power Washing Machines
"Viking" Cream Separators

Write for prices and particulars of any item in our line. Get our proposition. You will find that the Watson line will increase your profits during 1918.

John Watson Mfg. Co. LIMITED.

311 CHAMBERS STREET, WINNIPEG, MAN.



REO 4-Cylinder, 5-Passenger Touring Car, $1,475, F.O.B. Winnipeg
Prices subject to change without notice

YOUR 1918 OPPORTUNITY

REO

PEERLESS

GRAY-DORT

To the implement dealer the line of cars distributed by Joseph Maw & Co., offers an unusual opportunity during 1918. There is a type to suit the individual needs of every customer; each is the best car in its class. You can cash in on a Maw contract. Backed by the Maw organization, your success is assured throughout the 1918 selling season. Identify yourself with the Maw line. Handle a line of cars with a reputation second to none.

Dealers who reside in territory where we are not represented should make haste to investigate our exceptionally profitable 1918 proposition. Are you one?

JOSEPH MAW & CO., LIMITED

FACTORY REPRESENTATIVES

112-118 King Street Winnipeg, Man.

HAIL—FIRE—LIVE STOCK

INSURANCE

LIFE — AUTOMOBILE — TORNADO

While in Garage or on Road

Carson & Williams, Bros., Limited

720-726 Union Bank Building Winnipeg

PHONES (Private Exchange) MAIN 6112-3

Cash to Loan

On First Mortgage Improved Farm Property

APPLICATIONS FOR AGENCIES INVITED

TUDHOPE ANDERSON

A GOOD LINE FOR A GOOD DEALER

IT is your privilege, and ours, to do business in the Granary of the British Empire. In the coming year the farmers of the Canadian West must raise bigger crops than ever before—for the war will be won on the farm. Food production will be the decisive factor in 1918. Agriculture is our second line of defence, and to farm efficiently farmers must be supplied with the most dependable implements and machines the dealer can sell. Every tool, implement and machine we manufacture and distribute lives up to the reputation of the name "Tudhope-Anderson." Their quality and value are recognized by dealers and farmers everywhere. The confidence of the customer in Tudhope-Anderson goods is an asset you cannot afford to overlook in making your 1918 business bigger, better and more profitable.

THE TUDHOPE-ANDERSON LINE INCLUDES:

Riding and Walking Plows — Disc, Steel and Wood Harrows
Harrow Carts — Pulverizers — Mowers — Rakes — Stackers
Stationary and Portable Gas Engines — Smut Cleaners
"Empire" Sleighs — "Winner" Fanning Mills
Grain Drills — Manure Spreaders — Cultivators — Wagons — Trucks — Lorries

Write Now For Full Information and our 1918 Agency Proposition

TUDHOPE-ANDERSON CO., LIMITED

WINNIPEG REGINA SASKATOON CALGARY